**Press Release**

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**ONE SMOKER EQUALS 54,750 LITTERED CIGARETTE BUTTS**

TORONTO (January 18, 2013) - Two common interests joined forces today to ask smokers to recycle their cigarette butts instead of littering them.

Sheila White and Alex King, co-founders of the Litter Prevention Program, and Jay Reyes, of TerraCycle, a pioneering upcycling and recycling company in Ontario, came to Queen’s Park to display 54,750 of cigarette butts, the amount a one-pack-a-day smoker could litter over 30 years.

The press conference comes two days before Ontario’s environment minister must decide whether or not to review the province’s litter problems.

“Smokers think it’s only one cigarette butt they’re tossing so what’s the harm,” said White. “We’re here to show that it’s not just one butt, it’s 1,825 each and every year.”

“Littering cigarette butts is an environmental hazard and an expensive eyesore. Now we have butt recycling in Canada and smokers can make those butts count for something instead of throwing them down.”

Toronto-based TerraCycle accepts and recycles cigarette waste turning it into a variety of industrial products, such as plastic pellets, said company spokesperson Reyes. Any remaining tobacco is reworked into tobacco composting.

“The idea is to prevent cigarette butts ending up in dumpsters, landfills, shorelines, waterways, parks and sidewalks across Canada,” said Reyes.

Statistics on tobacco litter vary. Anywhere from 4 trillion to 5.6-trillion annually are littered worldwide. Five of every 20 cigarettes will become litter, according to a US government estimate. Another study puts the rate at one in three.

According to 2010 figures from Physicians for a Smoke-Free Canada, there are 2,161,455 smokers in Ontario, which is home to 36 per cent of Canada’s smokers.

“A strategy for tobacco litter is one of the things a provincial review should cover,” said

King. “Elsewhere jurisdictions are taking serious action.”

January 20 (Sunday) is environment minister Jim Bradley’s deadline for responding to White and King’s application, which they filed Nov. 19, 2012 using Section 61 of the Ontario Environmental Bill of Rights.

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