



Tuesday, June 13, 2017

City of Port St. Lucie
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FOR IMMEDIATE RELEASE

Cigarette litter and smoking prevention campaign set for June 21 at City Hall

PORT ST. LUCIE – Cigarette butts may seem small and inconsequential, but when tossed on the ground they can add up to a significant litter problem. In fact, cigarette butts are the most frequently littered item in the United States, according to Keep America Beautiful.

As part of the City of Port St. Lucie’s strategic goal to be safe, clean and beautiful, residents and visitors on June 21 can learn how they can help combat cigarette littering. Keep Port St. Lucie Beautiful will host a Cigarette Litter Prevention and Awareness Event from 9 a.m. to 3 p.m. in the lobby of City Hall, 121 SW Port St. Lucie Blvd..

Keep Port St. Lucie Beautiful will provide free portable ashtrays at the event, which were purchased with a grant from Keep America Beautiful. KPSLB will be giving away two types of containers. One type can fit into the cup holder of a vehicle, and the other can fit into a pocket.



Reduction in cigarette butt litter usually leads to a community’s overall litter reduction. For every additional ash receptacle available, the littering rate decreases by 9 percent, according to Keep America Beautiful.

While one goal of the event is to prevent cigarette litter, organizers also will provide information about tobacco cessation programs. Port St. Lucie students are invited to come to the event to meet local members of Students Working Against Tobacco. SWAT is a united movement of empowered youth working towards a tobacco free future.

To learn more about this event and SWAT, please watch this quick video: <https://youtu.be/KO-swVsu4Pc> .

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The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and celebrate all of life's opportunities. With over 179,000 residents, Port St. Lucie is Florida's eighth largest city by population (South Florida's 3rd largest city). The City occupies an area of 120 square miles in St. Lucie County on Florida's east coast, about 50 miles north of West Palm Beach, half way between Miami and Orlando. The City provides most traditional municipal services including law enforcement, water and sewer, and public works. For more information, please visit: www.cityofpsl.com

