



FOR IMMEDIATE RELEASE

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30 SECOND PSA:

Did you know cigarette butts are the number one item found polluting beaches and coastlines all around the world? Not only that, but littered cigarette butts contain heavy metals and organic compounds that create toxicity in the ocean and endanger marine life. Save Our Shores wants *you* to help prevent pollution by throwing your cigarette butts in the trash, NOT on the ground. And when you see a stainless steel box with a shark fin on top that says "Save some fish. Feed me butts."- that's called a **BaitTank**. BaitTanks are cigarette butt receptacles proven to successfully decrease cigarette litter by an average of 70%. You can find **BaitTanks** in Santa Cruz at the Wharf and on Beach Street, and in Capitola along the Esplanade and at Capitola Beach. Save some fish. Feed your cigarette butts to the **BaitTanks** instead.

PRESS RELEASE: Pollution Prevention BaitTanks Decrease Cigarette Litter an Average 70%

(January 25th, 2011) **Santa Cruz, CA** – For the benefit of the marine environment, [Save Our Shores](http://www.saveourshores.org) (SOS), the leader in ocean advocacy on California's Central Coast, is working to decrease the #1 piece of pollution found littering beaches and coastlines around the world: cigarette butts. Since the summer of 2007, SOS staff and volunteers have removed nearly 190,000 cigarette butts during local beach and river cleanups.

The human health impacts of cigarette smoking has traditionally been of concern, but Save Our Shores wants people to think about the health of the marine environment now. Cigarette filters and left over tobacco contain heavy metals and organic compounds that create toxicity in the marine environment, making cigarette litter a threat to the success of the recently-established Marine Protected Areas along the Central Coast of California, and the overall health of the Monterey Bay National Marine Sanctuary.

That is why, in the spring of 2010, Save Our Shores began working with both the Cities of Santa Cruz and Capitola to identify high traffic smoking areas most in need of cigarette butt receptacles. Together, they have placed 18 stainless steel cigarette butt receptacles, called **BaitTanks**, on the Santa Cruz Wharf, on Beach Street in Santa Cruz, along the Capitola Esplanade, and at Capitola Beach. The Bait Tanks are large steel boxes with a shark fin on top that say: "*Save some fish. Feed me butts.*"

Data collection at these pilot sites proves that **BaitTanks** are one of the most successful pollution prevention success stories around, where within a few short month, **BaitTanks** have decreased cigarette butt litter by an average of 70%. On the Santa Cruz Wharf, a 77% decrease in littered cigarette butts has been reported where the first BaitTanks were installed. In Capitola, a 60% decrease in littered cigarette butts has been reported where the BaitTanks are installed.

The City of Capitola was eager to promote improvements to our coastal resource and provide educational opportunities to residents and visitors. "The cigarette receptacles provided by this program help the City promote a clean coastal environment and dovetail with the City's ban on smoking on Capitola Beach and nearby walkways and streets," says Steve Jesberg from the City of Capitola.

Save Our Shores will continue to target problematic pollution in our community and develop ways to combat it. For information about **BaitTanks** and pollution prevention locally visit <http://www.saveourshores.org>.

About Save Our Shores:

Save Our Shores is the Central Coast leader in caring for the marine environment through ocean awareness, advocacy and citizen action. Our core initiatives are Plastic Pollution, Clean Boating, and Ocean Awareness. Over the last 30 years, Save Our Shores helped to establish the Monterey Bay National Marine Sanctuary, prevent offshore oil drilling and cruise ship pollution, and today focuses on educating youth about our local watersheds, tackling pollution on our beaches and rivers, implementing our renowned DockWalker program, and providing our community with educated and inspired Sanctuary Stewards. For more information visit: www.saveourshores.org.

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