



**FOR IMMEDIATE RELEASE**

April 5, 2012

**Contact:**

Twlia Laster  
The SOL Project  
tl\_solproject@yahoo.com  
1-888-774-7685 ext. 100

**The SOL Project Organizes Cigarette Litter collection for EARTH DAY 2012**

**SACRAMENTO, CA** – Earth Day is a day on which events are held worldwide to increase awareness and appreciation of the earth's natural environment. Earth Day is coordinated globally by the Earth Day Network, and is celebrated in more than 175 countries every year. On April 22, more than one billion people around the globe will participate in Earth Day 2012. People of all nationalities and backgrounds will voice their appreciation for the planet and demand its protection. Saving our Legacy, African Americans for Smoke Free Safe Places (the SOL Project) is taking the opportunity this year to use Earth Day to raise awareness about the effects of cigarette butts to the environment by picking up butts and related litter at the Meadowview bus stop and light rail station in Sacramento.

Cigarette butts are the number one most littered item in the United States. Butts are made out of plastic and take up to 15 years to decompose. There are thousands of toxins in cigarette butts, enough in fact that if they enter into our rivers and lakes, they can poison fish and wildlife. It only takes one cigarette butt per quart of water to kill 50 fish!

The taskforce of the SOL Project, which is made up of local teens and young adults, will conduct a cigarette butt pick up on Earth Day to show how rampant cigarette butt litter is and to encourage smoke free policies at bus stops and light rail stations. During May and June of 2011, the taskforce conducted a butt pick up at 75 light rail and bus stops in Sacramento. In total 3,867 pieces of tobacco litter was collected with 409 pieces collected at the Meadowview station.

The SOL Project is working toward encouraging the Sacramento Regional Transit District (SRTD) Board of Directors to adopt and implement a new smoke free policy to include all bus stops, light rail stops and stations. The SOL Project is a project of the Public Health Foundation Enterprises and it is funded through Proposition 99, the tobacco tax initiative. For more information or to volunteer with the SOL project campaigns, please call 1-888-774-7685 or email [tl\\_solproject@yahoo.com](mailto:tl_solproject@yahoo.com).

###