

## NEWPORT CHAPTER SURFRIDER FOUNDATION

### HOLD ON TO YOUR BUTT PROGRAM

The Hold On To Your Butt program aims to educate, raise awareness, and reduce cigarette butt litter from Newport. We take a proactive approach in stopping the flow of cigarette butt litter from sidewalks to storm drains and ultimately our ocean through cleanups, education, and our unique butt canister sponsorship program.

#### Environmental Impacts:

- Cigarette butts are the most littered item in the world - an estimated 5 trillion are discarded each year
- Cigarette butts are the #1 item picked up by Surfrider volunteers.
- Filters are made of plastic, which DOES NOT biodegrade.
- Cigarette butt filters are toxic waste. When wet, they leak toxins, posing a threat to wildlife.



#### Be Part of the Solution:

- Attractive community ashcans affixed on poles in heavy pedestrian areas can reduce cigarette butt litter and improve the quality of business districts for residents and visitors.
- Your business or organization can sponsor Community Ashcans to immediately improve our community, and reduce the impact of cigarette litter on our streets, beaches, and our ocean.
- Community Ashcans are installed in locations approved by our partners, who are responsible for maintenance and emptying the ashcans. Partner with the Surfrider Foundation today to reduce local cigarette butt litter.



**Newport  
Chapter**

**NEWPORT CHAPTER  
SURFRIDER FOUNDATION**

**HOLD ON TO YOUR BUTT PROGRAM**

**Canister Sponsorship Program**

**What we offer:**

- Canisters at wholesale cost (canister + sticker)
- Program and impact information
- Promotion of business for their efforts in helping reduce debris entering our waterways (Business listed on Chapter website, social media posts, coverage in Newport Chapter newsletter)
- Tax deductible receipt for canister purchase

**What you do:**

- Purchase HOTYB Canister = \$93 (tax deductible)
- Secure any permits / permissions needed for canister installation.
- Complete installation
- Maintain all canisters (emptying cigarette butts)
- Provide feedback to Surfrider on usage stats

**Sponsorship Form**

**Business Name:** \_\_\_\_\_

**Representative Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

