



Forsyth County
Department of Communications
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FOR IMMEDIATE RELEASE

**KFCB LAUNCHES LOCAL CIGARETTE LITTER
PREVENTION PROGRAM**

Cigarette butts clutter America as most littered item

FORSYTH COUNTY, Georgia – Keep Forsyth County Beautiful (KFCB) announces the local adoption of the national Cigarette Litter Prevention Program in September. The Cigarette Litter Prevention Program is a national program started by Keep America Beautiful, Inc. (KAB).

KAB launched the national program after identifying cigarette litter as the most prevalent litter found during cleanup efforts across the United States. In August 2008, KFCB conducted a local scan of cigarette litter in downtown Cumming. The scan revealed over 1,300 cigarette butts in a small downtown area.

Through a grant awarded from KAB, KFCB purchased fifteen cigarette litter receptacles to place outside of local buildings. In addition to the receptacles, one thousand pocket ash trays were awarded to KFCB to be placed in local businesses for distribution.

KFCB encourages smokers to dispose of cigarette litter in a responsible manner. To receive additional information regarding the Cigarette Litter Prevention Program, call KFCB at 770.205.4573.

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