

NEWS RELEASE

SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY



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San Diego International Airport teams up with Surfrider Foundation to fight cigarette litter

Airport smokers to be offered gentle reminders on Saturday, August 9

SAN DIEGO, August 8, 2008 -- In an effort to raise awareness of, and reduce litter from, discarded cigarette butts, the San Diego County Regional Airport Authority is teaming up with the Surfrider Foundation on Saturday, August 9 for "Hold Onto Your Butt Day."

Airport Authority employees will spend four hours on Saturday, August 9 in front of the San Diego International Airport's terminals handing out "personal cigarette ashtrays," bumper stickers and information cards to airport visitors.

According to the Surfrider Foundation, cigarette butts are the most-littered item in both the United States and the world. They are found not just in streets and urban settings, but also on beaches. They typically account for nearly one of every five items collected during a beach cleanup. Furthermore, when cigarette butts are cast onto sidewalks and streets, they can end up in drains which flow to streams, rivers, bays, lagoons and, ultimately, the ocean, affecting marine life, surfers and swimmers.

In addition to the activities at San Diego International Airport, "Hold Onto Your Butt Day" will involve activists, volunteers and friends of the environment gathering at San Diego's busiest traffic intersections as people arrive at the beach. There, Surfrider activists will hold signs, pass out literature and demonstrate to motorists the problem of litter from cigarette butts. They will encourage motorists and beachgoers to dispose of cigarettes safely. Surfrider activists will be at the following intersections from 10 a.m. to noon on August 9: Belmont Park in Mission Beach (corner of Ventura and Mission), Imperial Beach (corner of Palm and 7th), Carlsbad (corner of Carlsbad Blvd and Tamarack) and Oceanside (corner of Pier View Way and Coast Hwy/101).

More information about "Hold On To Your Butt" day can be found at www.surfridersd.org or by calling (858) 792-9940.

The San Diego County Regional Airport Authority was established by state law in 2003 to operate San Diego International Airport and to address the region's long-term air transportation needs. San Diego International Airport — funded through user fees and not local taxes — served some 18.3 million passengers in 2007.

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