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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,
November 14*

SAN DIEGO – November 10, 2009 – 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, November 14 for “Hold On To Your Butt Day.”

Airport Authority employees will spend two hours on Saturday, November 14 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 On To Your Butt Day” will involve representatives, volunteers and friends of the environment gathering at San Diego's busiest traffic intersections as people arrive at the beach. There, Surfrider advocates 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 advocates will be at the following intersections from 10 a.m. to noon on November 14: Belmont Park in Mission Beach (corner of Ventura Place and Mission Blvd.), Imperial Beach (corner of Palm Ave. and 7th Ave.), and Cardiff (corner of San Elijo and Chesterfield).

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 — served 18.1 million passengers in 2008 and generates some \$10 billion in annual economic impact for the region.

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