



City of Harrisonburg
Public Information Office
345 South Main Street
Harrisonburg, Virginia 22801
540-432-8931 FAX 540-432-7778

For Immediate Release
August 19, 2015

Contact: Mary-Hope Vass, Public Information Officer
540.432.7701
MaryHope.Vass@HarrisonburgVA.gov

Grant Funds Aim to Keep Harrisonburg Beautiful

Harrisonburg, Va. – The city of Harrisonburg is taking part in a national program to reduce the impact of cigarette butt litter through the Keep America Beautiful Cigarette Litter Prevention Program.

This program will *Keep Harrisonburg Beautiful* and target cigar tip and cigarette butt litter throughout the high-traffic areas of Main Street and the downtown corridor. Grant funding was received to help promote this program. Ash receptacles were purchased and installed around downtown Harrisonburg on city-owned properties as well as with participating downtown businesses. Pocket ashtrays and butt buckets for vehicles are also available through the Public Works Department.

“Our primary goal for this program is to raise awareness about littering and how it relates to local water quality issues and not only to reduce litter in the downtown area, but throughout the city,” explained Kelley Junco, stormwater permit coordinator.

The Keep Harrisonburg Beautiful Cigarette Litter Prevention Program tackles the issue by integrating four proven approaches:

- Encouraging enforcement of litter laws, including cigarette litter;
- Raising awareness about the issue using public service messages;
- Placing ash receptacles at transition points such as near entrances to public buildings; and
- Distributing pocket ashtrays and butt buckets to adult smokers.

Tobacco products, including cigarette butts, are the most-littered item in America. Let’s team up to slow down the amount of litter in Harrisonburg!

More information about this program is available at www.preventcigarettelitter.org. For those businesses interested in receiving ash receptacles, pocket ashtrays and butt buckets please contact Kelley Junco at 540-434-5928.

-MORE-

PRESS RELEASE: GRANT FUNDS AIM TO KEEP HARRISONBURG BEAUTIFUL
PAGE 2



Pictured above from left to right: Pocket ash tray or butt bucket and one of the ash receptacles installed outside of Jack Browns Beer and Burger Joint.

*Who will notify you if an emergency-related event is happening in Harrisonburg or Rockingham County? Sign up to receive free alerts through the **Harrisonburg and Rockingham County Emergency Alert System** by visiting www.HREmergencyAlert.com.*



###