

## **Go ButtsOut for cleaner public places!**

Cigarette litter is the UK's biggest litter problem but [www.buttsout.biz](http://www.buttsout.biz) now makes readily available one of the world's most popular and effective solutions.

ButtsOut - a quirkily designed, fire-resistant little box that's set to be a 'must-have' for all smokers - has been launched in the UK by Bath based social responsibility consultancy CSR Solutions.

*Charles Hamshaw-Thomas, Principal, explains, "We want to change what smokers do with their litter. We believe responsibility is key and the ButtsOut is integral to our approach."*

Cigarette litter is an increasing problem in the UK and across the world - Keep Britain Tidy estimate an astonishing 120 tonnes of smoking-related litter are dropped on Britain's streets every single day...and it's reckoned this has increased 43% since last year's smoking ban.

Hamshaw-Thomas believes the problem can be solved with an integrated approach - raising awareness of the problem and offering positive easy to use alternatives. The ButtsOut experience - over 500 campaigns in 16 different countries with governments, environmental groups and other organisations - has shown that smokers will respond and take responsibility for their litter. *"They need to be made aware and have the means of disposal. Enforcement of littering fines can then legitimately follow."*



ButtsOut - the smart solution for cigarette ends - is now available from [www.buttsout.biz](http://www.buttsout.biz) at £1.99 with special introductory offers applying until 31<sup>st</sup> March.

- ends -

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Clearer thinking