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FOR IMMEDIATE RELEASE

Uptown Saint John Inc. (USJI), the local business improvement association is a not for profit, who is legislated by the province of New Brunswick and takes in about 26 blocks of the urban centre to provide services in the areas of Marketing, Cleanliness, Streetscaping and Advocacy. One of our 4 pillars is to create a clean environment in our district. We often provide augmented services with our municipal partner, the City of Saint John. This new program is unique as the waste will be directed to a recycling program by way of partnership with www.terracycle.com. When they receive our retrieved butts via us shipping back, they separate the ash, tobacco, and paper (which are then composted) from the filter (which is made from plastic), which is recycled into new plastic products.

Recently, the association acquired 18 pole mounted cigarette cylinders for people to dispose of their cigarette butts. These will be installed in high use areas identified by our clean crew in the coming weeks.

Lisa Caissie, Director of External Relations for the City of Saint John, applauds Uptown Saint John's proactive measures in combating cigarette butt litter within the uptown. "These efforts not only demonstrate the organization's dedication to environmental sustainability but also reinforce the "Small City, Big Heart" brand by showing a strong community commitment to cleanliness and urban beauty."

The cigarette filters, generally made from cellulose acetate, are refined into pellets that are then used in the production of plastic items such as shipping pallets, benches, and ashtrays. The company promises that the recycled plastic from cigarette filters will only be used in industrial products and not in household plastics, due to exposure to nicotine. Tobacco and paper are composted in this program.

Nancy Tissington, Executive Director for Uptown Saint John Inc. – "We are pleased to have received a hand up with the complimentary receptacles from the partnership in exchange to deliver back the butts for the recycling manufacturers". "Any efforts to have people remember these tiny butts add up for ugly sidewalks/streets and also leech into our catch basins and our waterways, which can be harmful to our wildlife".

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