



**Walk Your Butt to the Can**  
**A Cigarette Litter Prevention Program for Downtown Des Moines**

Research shows that individuals who would never consider tossing out aluminum cans or paper do not consider cigarette butts litter. Smokers often don't think of cigarette butts as litter. The Downtown Community Alliance, Operation Downtown, Metro Waste Authority, City of Des Moines and Keep Iowa Beautiful have launched a cigarette litter prevention program to help raise awareness that cigarette butts are litter too.

The issue is not only an aesthetic problem, but also environmental. It can take up to seven years on average for a cigarette butt to break down when littered. The amount of cigarette litter makes cleanups very costly. In fact, Operation Downtown spent more than 6,000 hours removing cigarette butts from our streets and sidewalks last year. This totals to more than \$100,000 spent on cigarette litter cleanup.

To assist smokers with proper disposal, 20 new ash receptacles have been purchased and strategically placed throughout the downtown community. With the help of downtown businesses, visitors and residents, we can help keep downtown Des Moines clean, safe and beautiful. Visit our website at [www.downtowndesmoines.com](http://www.downtowndesmoines.com) for more information and tools to help your business or residence become "Butt Free."