

Media Advisory

June 11, 2014

City of Edmonton

Edmontonians reminded to butt out responsibly

Media are invited to attend the launch of this summer's cigarette enforcement and education campaign. Capital City Clean Up staff, City of Edmonton enforcement officers and Fire Rescue Services will discuss the importance of proper cigarette disposal.

Date: Thursday, June 12, 2014

Time: 9:30 a.m.

Location: 102A Avenue between City Hall and Churchill Square

Bylaw staff will begin regularly patrolling downtown and other parts of the City encouraging smokers to butt out responsibly. During the campaign, individuals seen disposing of cigarette butts properly may receive a Tim Hortons gift card. Approximately 200 gift cards were handed out during last year's enforcement campaign. Improper cigarette disposal can result in a \$250 fine.

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