

BUTTSOUT CLEANS UP AT THIS YEAR'S DISCOVERY CHANNEL INTERNATIONAL BALLOON FIESTA

7 August 2008: Cigarette litter is set to become a thing of the past at the Fiesta with the arrival this year of ButtsOut, the personal ashtray solution, proven to reduce the level of discarded cigarette butts.

The quirky, reusable plastic container in the shape of a derrière has already taken off in other countries across the globe and is easy for smokers to use when an ashtray is not readily available, a big issue since the smoking ban was introduced last July.

The ButtsOut squad are descending on the Fiesta on 9th and 10th August to offer smokers the environmentally friendly personal ashtrays as an alternative to chucking their butts out on the ground, in a bid to reduce the cigarette litter left on the Ashton Court Estate.

ButtsOut is a fun, mass appeal product but the message behind it is serious – cigarette butts are the UK's biggest litter problem, with 122 tonnes dropped every day and a 43% increase since the smoking ban started.

Charles Hamshaw-Thomas, the driving force behind the ButtsOut™ concept is looking forward to the challenge of getting Fiesta visitors to rethink their cigarette disposal methods. Charles explains: " ButtsOut is the recognised global leader in cigarette litter reduction and the personal ashtray solution. We're delighted to be working with the Fiesta and want everyone to encourage smokers to" do the right thing" with their cigarette litter. Buy a ButtsOut for yourself or for a friend and feel good about making your contribution to a cleaner environment!"

Ends

Notes to Editor:

ButtsOut is distributed by CSR Solutions, a Bath based corporate social responsibility (CSR) consultancy set up in 2006 to help businesses and other organisations develop and implement CSR led strategic and business solutions in a range of areas including environmental litter.

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