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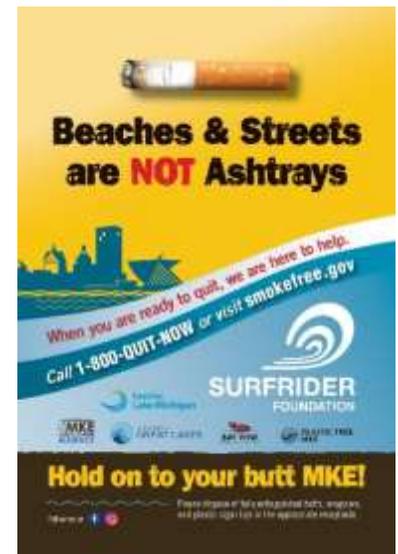
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**Media Advisory: Launch of Hold On to Your Butt MKE Campaign at Bradford Beach
Tuesday, October 15, 1 p.m.
MooSa's, 2272 N. Lincoln Memorial Dr., Milwaukee**

You're invited to cover a cheeky campaign launching in Milwaukee, part of a national effort to clean up our streets and beaches and encourage smokers to kick the habit. Dubbed [Hold On to Your Butt MKE](#), the effort includes the installation of cigarette butt receptacles at local beaches and high-impact areas as well as raising awareness of the impact of cigarette litter on our beaches, waterways, and plant life.

The October 15 press event will highlight the installation of cigarette receptacles at four Milwaukee County Parks beaches; a beach cleanup will take place at 12 p.m., prior to the press conference. Confirmed speakers are: Eduardo Santiago, Milwaukee County Parks; Todd Brennan, Alliance for the Great Lakes; Vicki Elkin, Fund for Lake Michigan; Youth from FACT; and Marylou Lamonda, Plastic Free MKE.

"Making it easy for people to dispose of their cigarette butts and other garbage goes a long way toward improving our beaches," said Vicki Elkin, Executive Director of the Fund for Lake Michigan. "If visitors see a clean area when they arrive, they are more likely to want to keep it that way."



For the past decade, volunteers have been cleaning up Milwaukee beaches and found that 41% of the litter collected was smoking related — none of which is biodegradable. During beach cleanups conducted from 2008 to 2018, 39,558 smoking-related items were collected, equaling roughly 1,500 packs of cigarettes and nearly 2,000 packs of little cigars on our beaches. Cigarette butt filters and plastic cigar tips contribute to the 11 million pounds of plastic pollution that goes into Lake Michigan each year. This trash reduces plant growth, harms wildlife and kids, and is expensive to clean up.

The Hold On to Your Butt MKE campaign encompasses cigarette butt receptacles installed at four Milwaukee area beaches and at various community partner locations, including: Riverworks Development Corporation (526 E. Concordia Ave.), Diverse & Resilient (2439 N. Holton St.), Community Advocates (728 N. James Lovell St.), Neu Life Community Development (2014 W. North Ave.) and the Brady Street and East Side BIDs. In addition, look out for six bus shelter ads with the message "Beaches and streets are not ashtrays."

The Hold On to Your Butt MKE campaign is funded by the Fund for Lake Michigan, convened by the City of Milwaukee Tobacco-Free Alliance, and supported by community partners including Milwaukee County Parks, Surfrider Milwaukee, Alliance for the Great Lakes, Plastic Free MKE, Milwaukee Riverkeeper, and the Bay View Neighborhood Association.

Interested in covering the launch of Hold On to Your Butt MKE? Contact Lisa Kaiser, lkaiser@communityadvocates.net or 414-270-2999, or Ian Everett (414-551-8562 or Ian.Everett@milwaukeecountywi.gov).