



**NEWS RELEASE
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KEEP VIRGINIA BEAUTIFUL AWARDS \$750.00 GRANT TO THE TOWN OF PURCELLVILLE

Purcellville, Va., June 20, 2018 –The Town of Purcellville has been awarded a grant from Keep Virginia Beautiful to reduce cigarette litter. This award was made through the organization’s annual “30 Grants in Thirty Days” which are announced daily during the month of June. The Town’s proposal is to reduce cigarette litter by placing cigarette receptacles at the Chapman DeMary Trail and at Fireman’s Field as well as to educate people in these two locations about the hazards of this kind of litter to our environment.

Facts about Cigarette Litter

According to Keep America Beautiful, **cigarette butts are the most frequently littered item in the America.** Dropping them to the ground, putting them in planters, and disposing of them in waterways is littering. Here are more facts about cigarette litter from Keep America Beautiful:

- Tobacco litter represents nearly 34.4% of all litter in outdoor recreation areas such as picnic areas, hiking trails, parks, etc. decreasing the appeal of these natural areas.
- 32% of litter at storm drains is tobacco products.
- Tobacco products make up 38% of all U.S. roadway litter.
- 95% of cigarette filters are composed of cellulose acetate, a form of plastic that does not quickly degrade and can persist in the environment.
- Filters from tobacco products are harmful to waterways and wildlife. Nearly 80% of marine debris comes from land-based sources. Cigarette butt litter can also pose a hazard to animals and marine life when they mistake filters for food.

Purcellville’s winning proposal stated that there are no disposal containers for cigarette litter at the Chapman DeMary Trail or at the heavily-used sports fields in Purcellville. Studies show that for every ash receptacle, the littering rate for cigarette butts decreases by 9%. Therefore, the Town will use the \$750 in grant funds to purchase sturdy outdoor cigarette receptacles and to create and install signage that provides information about properly disposing of cigarette litter and that explains the hazards that cigarette litter poses to the environment.

Government, non-profit, civic and service organizations in Virginia were invited to apply for the Keep Virginia Beautiful grants for \$500 to \$1,000 describing how they plan to tackle an environmental concern in their community regarding Litter Prevention, Recycling, Cigarette Litter Prevention, or Community Beautification. Since 2011, Keep Virginia Beautiful has provided over \$178,000 to fund 230 environmental projects and programs all across the Commonwealth, due to the generosity this year of their partners at Altria and Keep America Beautiful. The mission at Keep Virginia Beautiful is to engage and unite Virginians to improve our natural and scenic environment through five impact areas: Litter Prevention, Waste Reduction, Recycling, Beautification, and Environmental Education. For more information on

KVB, go to <http://www.KeepVirginiaBeautiful.org>.

The Town of Purcellville, Virginia

Purcellville is an award-winning town of over 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. Having received the prestigious Siemens Sustainability Award for Small Communities, Purcellville continues to be honored for its green initiatives with most recently being the Tree City USA recipient for the 10th year. The Town was reaffirmed as a AAA rated community by S&P Global Ratings, the highest credit rating possible, and is recognized as one of the safest towns in Virginia. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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