



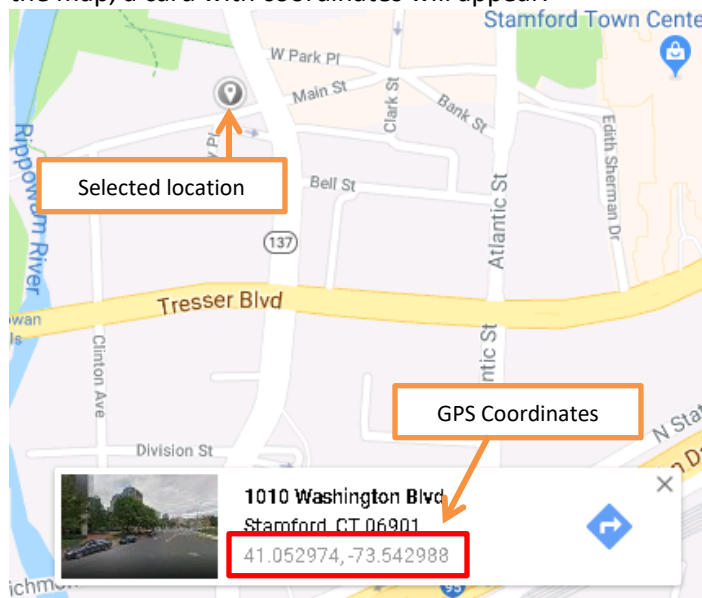
In partnership with Keep America Beautiful, KAB affiliates and partner organizations have an opportunity to participate in a Philip Morris USA initiative. Philip Morris will place 10,000 litter stands to collect cigarette butts in communities nationwide and educate adult smokers 21+ on the importance of disposing of their cigarette butts properly.

Adult smokers are being given the opportunity to enter locations (city and zip code) on a map to indicate where they would like to see a litter stand installed. As stands are placed, an interactive map will populate featuring local stories and showing locations that have been selected.

**Keep America Beautiful & Philip Morris USA request your help in finding locations to place litter stands to provide opportunities for adult smokers to dispose of their cigarette butts properly.**

#### Requirements:

- Install the litter stand(s) in an accessible place (e.g., outside entrance to retail location, or transition point where adult smokers commonly dispose of cigarette butts). Hardware is included to mount each receptacle.
- Maintain litter stand(s) (e.g., regularly empty cigarette butts into garbage).
- Share the GPS coordinates of each litter stand's location with KAB to include on the interactive map. GPS coordinates can be identified in several ways:
  - Enter the litter stand location/address into <https://www.latlong.net/> and record coordinates.
  - Using Google Maps, right-click the place on the map. Select "What's Here?". At the bottom of the map, a card with coordinates will appear.



#### Why Participate?

- For every additional litter stand, the littering rate for cigarette butts decreases 9%.
- The majority of smokers said they would properly dispose of their butts if suitable receptacles were available.
- Litter stands and hardware are offered for free

Litter Stand Specs/Photos:

- Manufactured by [Sidewalk Buttler](#)
- Dimensions: 4" x 4" x 14"
- Made of aluminum with black powder coating
- Empties from the bottom, by removing the shackle lock
- Shackle lock & two nuts and bolts are included with the litter stand

Questions?

Contact KAB via email at [litterstands@kab.org](mailto:litterstands@kab.org) .

