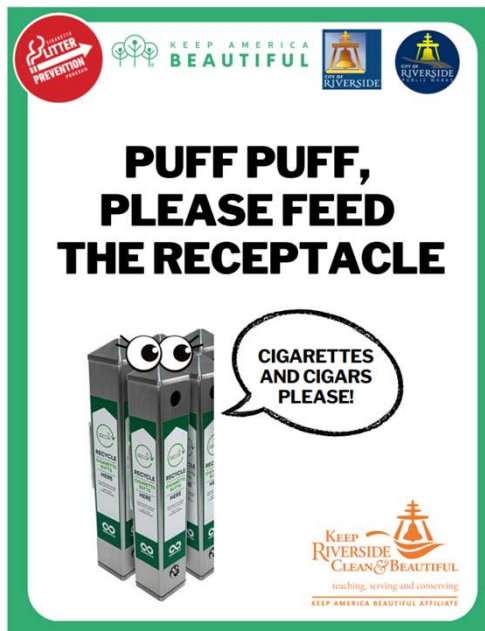


Our Newest Programs

CIGARETTE LITTER PREVENTION PROGRAM (CLPP)



Cigarette butts remain the most littered item in the U.S. and across the globe. Dropping cigarette butts and cigar tips to the ground, putting them in planters, and disposing of them in waterways is littering. Littering cigarette butts is unsightly, costly to clean up, and harmful to waterways and wildlife. In fact, 32% of litter at storm drains is tobacco products. Litter traveling through storm drains and water systems ends up in local streams, rivers, and waterways. Contrary to what most believe, cigarette butts are not biodegradable.

Keep Riverside Clean and Beautiful is a community volunteer program

Sponsored by the City of Riverside and Greater Riverside Chambers of Commerce

Our mission... To instill a sense of community pride by creating partnerships that work toward the beautification of the City

Our Newest Programs

CIGARETTE LITTER PREVENTION PROGRAM (CLPP)



- KRCB MANAGES AND MAINTAINS THE RECEPTACLES
- CLPP ITEMS TO GIVE TO BUSINESSES TO DISTRIBUTE TO OF AGE CUSTOMERS
- MARKETING ITEMS AVAILABLE TO BUSINESSES THAT WANT TO HELP SPREAD AWARENESS
- KRCB RECEIVES POINTS FOR CIGARETTE BUTT LITTER THAT TURNS INTO DOLLARS
- KRCB IS MONITORING THE PROGRAM TO GAGE RENEWAL OF THE GRANT FOR FUTURE RECEPTACLES



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