

MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

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MEDIA ALERT

IMMEDIATE RELEASE
January 11, 2017

Miami Beach Designates Voluntary Smoke-Free Zones *– In an Effort to Curb Cigarette Butt Litter & Reduce Second-Hand Smoke –*

WHO/WHAT: The City of Miami Beach will celebrate the designation of two voluntary smoke-free zones on the beach with a ceremony at Fifth Street on Tuesday, January 17. Last October, the City Commission voted on establishing the sands at the southern end of Lummus Park at Fifth Street and on 86 Street as voluntary smoke-free zones.

This pilot program was brought about to initiate efforts to reduce second-hand smoke that poses a health risk to everyone, and also as an anti-litter measure as discarded components of cigarettes are toxic to wildlife, waterways and beaches.

The event will include guest speakers from three organizations that have been supportive of this initiative: the Florida Department of Health in Miami-Dade County, the Surfrider Foundation — Miami Chapter, and a local non-profit, VolunteerCleanUp.org.

A beach cleanup will be held following the ceremony.

WHEN: Tuesday, January 17, 2017 at 4 p.m.

WHERE: Fifth Street and the beach by the lifeguard tower

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