

Office of the City Commission

Proclamation

WHEREAS: cigarette butts and vape waste make up nearly 40% of all collected litter from beach clean-ups and account for one third of all global litter; and

WHEREAS: of the more than six trillion cigarettes sold worldwide annually, over five trillion are improperly discarded; and

WHEREAS: there are currently more cigarette butts in our oceans than plastic bottles or straws; and

WHEREAS: each butt leaches toxic residue and over 69 known carcinogens into our water, soil and air, while their filters contain harmful microplastics that will never biodegrade; and

WHEREAS: every single day, between 80,000-100,000 thousand kids worldwide try their first cigarette and one in three smokers will die from their habit; and

WHEREAS: evidence shows that kids who vape are six times more likely to start smoking cigarettes; and

WHEREAS: vaping among youth is now considered both an epidemic and public health crisis as there are currently 3.6 million youth using e-cigs facing possible lifelong consequences; and

WHEREAS: both environmental and prevention strategies must target interventions at multiple levels to ensure success; and

WHEREAS: Mission Possible Foundation, a 501(c)(3) organization, established the CLEAN OCEAN CLUB to engage and empower youth as eco-intervention partners in supporting both ocean-minded and prevention initiatives; and

WHEREAS: Enlight Unite Foundation, a multimedia production nonprofit that creates positive content and contests for students worldwide through an innovative platform designed to engage youth in responsible social media, is providing a creative outlet for self-expression and an opportunity for youth to give back through film in the production of an environmentally-themed music video PSA with the help of a house band of School of Rock and students in several Broward County High Schools.

NOW, THEREFORE, in recognition of the significance of the **CLEAN OCEAN CLUB™** and its role in meaningfully engaging youth as prevention partners, I, Greg Ross, Mayor of the City of Cooper City, Broward County, Florida, and the City Commission, do hereby proclaim that the statements contained within this proclamation represent our

“CALL 2 OCEAN”

to help raise awareness about the devastating effects that cigarette butts and vape waste have on our environment and the significance of properly discarding these items to save our oceans and coasts.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the City of Cooper City, Broward County, Florida, to be affixed on this 17th day of September, A.D., 2024.

GREG ROSS
Mayor, City of Cooper City