



City of Burnsville

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GET YOUR BUTT OUTSIDE CAMPAIGN TAKES AIM AT CARELESS DISPOSAL OF SMOKING MATERIALS

Free self-extinguishing ashtrays a new tool to raise awareness and improve safety

When it comes to determining the cause of residential fires, the statistics show one cause rises above all others: careless disposal of smoking materials.

Nationwide careless smoking is the leading cause of fatal fires. Closer to home, careless smoking was the determined cause of two recent Burnsville residential fires that caused millions in property damage. Fortunately, everyone was able to make it out of these fires safely. Over the past six years, careless disposal of smoking materials has accounted for 28 fires in Burnsville, amounting to \$4.5 million in property damage.

“Burnsville Fire is committed to preventing fires and providing information and tools to help our citizens take steps to ensure their safety,” commented Burnsville Fire Marshal Captain Lee LaTourelle. “The “Get Your Butt Outside” campaign allows us to take a proactive approach to address this issue. These fires are 100% preventable”.

The ‘Get Your Butt Outside’ effort is based on a simple premise: if a person is given the tools to a safer future, they will apply them to their life. Fire officials are concerned with cigarettes being carelessly flicked off decks at apartment buildings or being improperly “put out” in garden planters, among other ways that cigarettes are carelessly discarded.

Burnsville Fire will provide self extinguishing ashtrays – free of charge – to any Burnsville resident who needs them as a prevention tool. The ashtrays are made of a black composite with a very secure fitting top which has cigarette grips and a center hole for the cigarette disposal. The ashtrays are available first-come, first-served while supplies last at the front desk at Burnsville City Hall during regular business hours, 8:00 a.m. to 4:30 p.m., Monday through Friday.

Along with the ashtrays, Burnsville Fire will conduct a multi-media public information campaign including video public service announcements and links to the www.getyourbuttoutside.com web site. The statewide campaign is sponsored by the Minnesota State Fire Chiefs Association in cooperation with the Minnesota Fair Plan, an insurance industry association.

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