

## PRESS RELEASE

### **„Are you going to tell me what to do?” – JTI Bulgaria is calling for proper disposal of cigarette filters**

**Sofia, Bulgaria, 24 November** – JTI Bulgaria is launching a communication campaign to remind tobacco consumers to dispose properly their cigarette filters after use – in the designated places. The campaign “Are you going to tell me what to do?” will be promoted throughout November and December on radio and social media.

The campaign is calling for responsible consumer behavior by giving examples of real situations in which tobacco consumers find themselves. The campaign’s messages are based on situations in our everyday lives and some of the common examples where we see cigarette filters or filters of other tobacco products being disposed improperly – for example on the pavement, in a park or garden, on the beach, or out of a car window.

*“According to a study conducted in the European Union, on average three out of ten tobacco filters/ are disposed improperly. However, we don’t need statistics to act responsibly to the world around us. To dispose a cigarette filter correctly is such a small effort and makes a difference instantly.”* stated Marton Pataki, JTI Bulgaria Country Manager

The communication campaign is implemented by Japan Tobacco International Bulgaria (JTI Bulgaria) in compliance with Article 23 of the Ordinance on reducing the environmental impact of certain plastic products.

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*JTI is a leading international tobacco and vaping company selling its products in more than 130 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel, outside the USA. Other global brands include Sobranie, MEVIUS and LD. JTI is also a major player in the international vaping market with its heated tobacco brand, Ploom, and e-cigarette brand, Logic. Headquartered in Geneva, Switzerland, the Company employs about 46,000 people and was awarded Global Top Employer for the ninth consecutive year in 2023. JTI is a member of the JT Group of Companies. For more information visit [www.jti.com](http://www.jti.com).*