



PRESS RELEASE

JTI Bulgaria launches a public campaign on the responsible disposal of cigarette filters

Sofia, August 13, 2024 – ‘Are you going to tell me what to do?’ – this is the catchy message of a public campaign launched by JTI Bulgaria, encouraging a responsible behaviour towards the environment by disposal of cigarette filters only in designated places. The campaign aims not only to remind the importance of proper disposal of cigarette filters but also to determine us to consider the consequences of our actions.

For the second consecutive year, JTI Bulgaria is running this campaign both on the radio and on social media. This year, the focus of its messages is on the summer season, when vacations at the beach or in the mountains are in full swing. The carefully chosen phrases aim to remind everyone enjoying the sunny days that their habits can leave lasting marks on the environment.

The campaign uses a playful tone and questions to highlight the obvious – filters do not decompose easily and pose a threat to the environment. The situations described in the messages are taken directly from our daily lives and reflect the reality of improper waste disposal.

"This campaign is not just about encouraging proper disposal of cigarette filters; it's about making people realize that every action we take has consequences. It's more than just a reminder – it's a call to change habits, a change that is very easy to achieve and costs nothing.", commented Dimitar Naydenov, Corporate Affairs Manager at JTI Bulgaria.

The communication campaign under the slogan ‘Are you going to tell me what to do?’ is carried out by JTI Bulgaria in accordance with Article 23 of the Ordinance on reducing the impact of certain plastic products on the environment.

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For more information:

Gergana Boneva

Corporate Affairs Associate

Mobile: +359 884 616 241

E-mail: gergana.boneva@jti.com

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 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 tenth consecutive year in 2024. JTI is a member of the JT Group of Companies. For more information, visit www.jti.com