

LOVE THE BOOT week

KEEP LOUISIANA BEAUTIFUL



2022 IMPACT REPORT



Keep
LOUISIANA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE



LIEUTENANT GOVERNOR
BILLY NUNGESSER

A NOTE OF GRATITUDE

Dear Louisiana,

Love the Boot Week has been in the making for several years now and it has been absolutely amazing to see it take off and be embraced by so many people across the state. While we have a long road ahead of us to achieving a clean Louisiana, we have taken the first step and we should be proud of all that we accomplished over the course of just seven days.

During Love the Boot Week, I felt the tide changing. Thousands of volunteers and participants across the state said enough is enough, picked up their gloves, grabbers, and bags, and set out to clean up their communities. Participation was remarkable, with 84% of parishes involved and 8,476 people dedicating 40,007 hours to clean up and beautification efforts.



What warmed my heart the most was seeing families cleaning up their neighborhoods. Teaching the next generation the importance of preventing litter and advocating for the environment is crucial.

For too long, litter has spread across Sportsman's Paradise, damaging our communities and our quality of life. We must continue to speak up and act so that our children can grow up in a place that is beautiful and litter-free.

Thank you all for making Love the Boot Week so successful. Let's keep the momentum going and work together to clean up Louisiana.

Sincerely,

Susan Russell
Executive Director

About Keep Louisiana Beautiful

Keep Louisiana Beautiful brings people together to build and sustain vibrant, clean communities. Through our programs and a statewide network of Affiliates, we provide tools and resources to prevent litter, reduce waste, increase recycling, and protect natural resources. Our mission is to promote personal, corporate, and community responsibility for a clean and beautiful Louisiana.



WHY LOVE THE BOOT?

Love the Boot Week was created to bring awareness to Louisiana's litter problem. The action-oriented campaign focuses on empowering people to take pride in their state and do their part to clean up and beautify their communities. Here are a few reasons why we should Love the Boot:

Litter is Harmful

Litter is harmful to Louisiana's wildlife, but it also poses danger to our residents and quality of life. Litter creates potential road hazards. It clogs drainage systems, which contribute to flooding. It can also create a breeding ground for mosquitos.

Litter is Costly

In Louisiana, an estimated \$40 million in taxpayer dollars are spent each year on litter removal, abatement, education, and enforcement. Economic development and tourism suffer when business goes elsewhere due to unsightly litter.

**81% of litter is intentional,
but 100% preventable...**

YOUR IMPACT



280
registered
cleanup and
beautification events
in **54** Parishes

16
families

35
schools

8,476

83
local & state
governments

146
businesses
& organizations

reported volunteers
& participants

40,007
hours dedicated to
cleaning up Louisiana

\$1.45 mil
estimated value of
volunteer hours



293

tons of litter removed

What does that equate to?

One Boeing 747 or

Two Blue Whales or

12 fire trucks or

20 cruise ship anchors or

293 Liberty Bells



131
trees
planted



671
plants
planted



58
gardens
refurbished

Most Littered Items

plastic bottles, paper, cans,
cigarette butts, fast food
packaging, glass bottles,
styrofoam, plastic bags



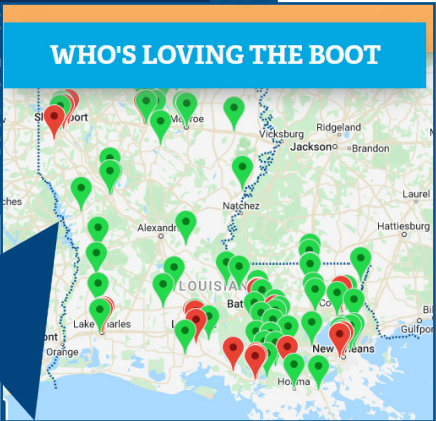
REACH

1,734,354 impressions

242,902 engagements

Keep Louisiana Beautiful Social Media Ad Campaign April 1 - May 9, 2022

#LOVETHEBOOT



50,832 website pageviews

February - April 2022

\$136,423 ad value of earned media coverage

February - April 2022

14.75 mil reach of earned media coverage

February - April 2022

Love the Boot Week encourages you to Keep Louisiana Beautiful

Updated: Apr. 17, 2022 at 7:00 AM CDT





Thank You LOUISIANA





PARTICIPANTS

Businesses & Organizations

Abbeville Garden Club
Alter Ego Steppers
ASR Group
Assumption ARC
Baker Donelson Bearman Caldwell
Baton Rouge Area Chamber
Bayou Crab & Attakapas Landing
Blue Cross and Blue Shield of Louisiana
Bear Athletic Club
Briarwood Nature Preserve
Brown Builders
Caddo Outdoor Ed Program, L3C
Concordia Parish Youth Group
Cornerstone Chemical Company
Covington Garden Club
Ethan Jeffus
Eunice Bulb & Blossom Garden Club
ExxonMobil
Ezekiel's Christian Ministries
FIFOLET Candle Makers & Tours by Steven
Fifth Ward Community Center
First United Methodist Church
Forum 225
Foulcard's Insurance
Friends of Bayou St. John
Friends of Joe W. Brown Park
Friends of South Bossier
Good Hope Baptist Church
Goodwood Property Owners Association
Greater New Orleans East Business Alliance
Greater Treme Consortium, Inc
Greenville Ext & Eden Park Community Group
H.O.N.O.R. Foundation
Haynesville Beautification
House of Hope Empowerment Center
I Dig It, LLC
Junior League of New Orleans
Keep Abbeville Beautiful
Keep Abita Beautiful
Keep Ascension Beautiful
Keep Assumption Beautiful
Keep Baton Rouge Beautiful
Keep Bossier Beautiful
Keep Calcasieu Beautiful
Keep Central Beautiful
Keep Covington Beautiful
Keep DeRidder Beautiful
Keep DeSoto Beautiful
Keep East Feliciana Beautiful
Keep Eunice Beautiful
Keep Greater Lake Charles Beautiful
Keep Hammond Beautiful

Keep Jefferson Parish Beautiful
Keep Lacombe Beautiful
Keep Lafayette Beautiful
Keep Livingston Beautiful
Keep Louisiana Beautiful
Keep Madisonville Beautiful
Keep Mandeville Beautiful
Keep Monroe Beautiful
Keep Morehouse Beautiful
Keep New Orleans Beautiful
Keep Slidell Beautiful
Keep St. James Parish Beautiful
Keep St. Mary Beautiful
Keep St. Tammany Beautiful
Keep St. John Beautiful
Keep Tangipahoa Beautiful
Keep Terrebonne Beautiful
Keep Tigertown Beautiful
Keep Union Beautiful
Keep West Baton Rouge Beautiful
Keep West Feliciana Beautiful
Keep West Monroe Beautiful
LA Pro
LAYAYA
Lecompte Garden Club
Lemon Tree Recycling Services
Loreauville Community Project
Louisiana Clean Fuels
Louisiana Stormwater Coalition
Mayors Youth Council
Mill Creek Reservoir
Moncla Community Center
& Moncla Nursery
Morganza Cultural District
Move Bunkie Forward
New Iberia Garden Club
New Orleans & Company
New Orleans City Park
New Orleans East Matters Coalition
Nonpareil Chapter BR
Top Ladies of Distinction
North Delta Regional Planning
& Development District
North Kenilworth Improvement
& Security District
North Louisiana Economic Partnership
Northshore Jewish Congregation
Ochsner Health
Omega Psi Phi
Ouachita Green
Pelican Coast Parrot Head Club
Pennington Biomedical Research Center

Phi Beta Sigma
Plains Marketing
Pontchartrain Conservancy
Quinn Court & Louisa Landing Developments
Red Six Media
Republican Women of Louisiana
Rockin' Rutherford Group, Inc
Sabine Parish Leaders Against Litter
Shady Oaks Garden Club
Shreveport Green
St. Martinville Chamber of Commerce
St. Martinville Garden Club
St. James Episcopal Church
St. Joseph the Worker Catholic Church
The Acosta Foundation
The Descendants Project
The Junior League of Leesville
The Louie Bear Project, Inc.
The Reids LLC
VFW Post 4588
VIET
Village de L'Est Improvement Association
Visit Lake Charles
We Grow Together! Coalition
WHO DAT BarberShop, Inc
YMCA of the Capital Area



PARTICIPANTS



Government

Acadia Parish Tourist Commission
Allen Correctional Center
Audubon State Historic Site
Bayou Vermilion District
Bogalusa District A
Bossier Chamber Diplomats
Bossier City Councilman Chris Smith
Bossier Sheriff's Office
City of Alexandria
City of Bastrop
City of DeRidder
City of Eunice
City of Franklin
City of Natchitoches
City of New Roads
City of Patterson
City of Plaquemine
City of Ruston
City of Springhill Main Street Program
City of Youngsville
Columbia Main Street
Concordia Parish Library
Coushatta Tribe of Louisiana
CPRA
David Wade Correctional Center
District 4 Constable Office
Division of Probation and Parole
Dixon Correctional Institute
Donaldsonville Area Chamber of Commerce
DOTD & District Offices
Downtown Ponchatoula Revitalization Program
Elayn Hunt Correctional Center
Franklin Historic Design Committee -
Main Street America
LA Department of Natural Resources
Lafayette Consolidated Government
LDEQ - Acadiana Regional Office
LDEQ Headquarters
LDEQ- Southwest Regional Office
Lincoln Parish
Longfellow-Evangeline SHS
Louisiana Correctional Institute for Women
LDEQ, Kisatchie Central Regional Office

Louisiana Department of Public Safety
& Corrections
Louisiana Department of Wildlife
& Fisheries
Louisiana Office of State Parks
Office of Governor John Bel Edwards
& First Lady Donna Edwards
Office of Lieutenant Governor
Billy Nungesser
Pointe Coupee Parish Government
Pointe Coupee Parish Sheriff's Office
Rayburn Correctional Center
Raymond Laborde Correctional Center
St. John the Baptist Parish
St. Martin Parish Library
St. Martin Parish Sheriff's Office
St. Tammany Parish Tourist
& Convention Commission
State Senator Patrick Connick
Thibodaux Main Street
Town of Amite City
Town of Campti
Town of Chatham
Town of Columbia
Town of Delhi
Town of Dubach
Town of Franklinton
Town of Glenmora
Town of Homer
Town of Lake Providence
Town of Many
Town of Marion
Town of Waterproof
Town of White Castle
Village of Choudrant
Village of Hosston
Village of Ida
Village of Stanley
Village of Tangipahoa

Berwick High School Beta Club
Bolton High School
Bossier Parish Community College SGA
Central Catholic High School
Dillard University
Eunice High School
Franklin High School Beta Club
Franklin Jr. High School 4-H Club
Franklin Junior High School
Geaux Green-Louisiana State University
Grambling Alumnae Chapter of
Delta Sigma Theta, Inc.
Jumpstart Child Development Center
Kinder Haus Montessori
Lake Harbor Middle School
Louisiana State University
Louisiana Tech University SGA
Loyola University New Orleans
LSU Veterinary Medicine
McNeese State University
Morgan City High School
Nicholls State University
North Desoto High School JROTC
Northwestern State University of Louisiana
Rapides High School JAG
Scotlandville Pre-Engineering
Magnet Academy
St. Edmund High School
Stewart's of Sustainability
Tulane University
University of Louisiana at Lafayette
Office of Sustainability
University of New Orleans
Wyandotte Elementary BETA
Xavier University of Louisiana
XULAGreen - Xavier University
Office of Sustainability

Families

Alsen Heights Community Leaders
Bayou L'Ourse Community
Eustis Fam Cleans the Neighborhood
Fairview Neighbors
Families of Metairie Heights Avenue
Fountainbleau Estates Homeowners Assoc.
Labadieville Community
Lake Willow Homeowners Association
Lakeview Clean-Up Krewe
LP Litter Krewe
Mid-City Neighborhood Organization
Roy Crew
Talbot Street Neighborhood
Villages of Sorrel
W. Sallier Street Residents
Zenon- McCray



Schools

4-H Youth Development LSU AgCenter
Assumption High School ROTC
Assumption High School Student Council
Baton Rouge Community College Foundation

What comes next?

Here are a few ways you can Love the Boot all year long!

Become a member of Keep Louisiana Beautiful.

By becoming a member of Keep Louisiana Beautiful, you support our mission to improve communities and transform public spaces. Learn about our various levels of membership at keeplouisianabeautiful.org.

Organize a cleanup or volunteer.

While Love the Boot Week has concluded, you can Love the Boot all year long by participating in cleanup and beautification events. Organize one of your own or find one happening near you. We must be diligent and remove litter to achieve a clean Louisiana.

Take the fourth Saturday cleanup pledge.

Governor John Bel Edwards has declared the fourth Saturday of every month in 2022 Love the Boot Day. Take the pledge at lovetheboot.org to clean up an area in your community every month. Make sure to complete cleanup reports and share how much litter you removed.

When you see litter, pick it up.

As you are walking in your neighborhood or in the park, pick up litter and dispose of it properly in a receptacle. By picking up a straw or food wrapper, you can prevent the demise of fish and wildlife.

Read a book from “Rocksey’s Reading List.”

Teach kids the importance of being a friend to the environment by visiting your local library and checking out a book from “Rocksey’s Reading List.” Rocksey, Keep Louisiana Beautiful’s mascot, encourages kids to reduce, reuse, and recycle. Read with Rocksey by visiting keeplouisianabeautiful.org/readwithrocksey.



Stay committed to cleaning up Louisiana!
For litter prevention tips, visit
letlouisianashine.org.

Thank You 2022 Supporters



LIEUTENANT GOVERNOR
BILLY NUNGESSER



Love the Boot Week
is April 17-23, 2023!



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