Table of Contents

Letter from the Executive Director  2

Leadership  3

Community Affiliate Network  4

University Partnerships  5

Education  6

Recognition  7

Grant Programs  8

Communications Reach  10

Love the Boot Week  11

Let Louisiana Shine  18
A cleaner, greener Louisiana is ahead...

Dear Louisiana,

For many years, Keep Louisiana Beautiful has been bringing attention to Louisiana’s severe litter problem and activating citizens and community leaders to support clean, vibrant communities. This year marks a special time, as it is the first time we have had unbridled support from the state’s two top elected officials. Elevating the cause and determined to find solutions, Governor John Bel Edwards and Lieutenant Governor Billy Nungesser have made cleaning up Louisiana a priority.

As of this year, the Lieutenant Governor’s Office and the Department of Culture, Recreation, and Tourism are now charged with leading litter abatement. Their commitment to cleaning up Louisiana is impressive and exciting. We are pleased to work closely with the Lieutenant Governor and his team to provide guidance and expertise as the state’s lead community improvement non-profit focused on anti-litter and beautification efforts.

On January 18, 2022, the Governor announced with an Executive Order the establishment of the Task Force on Statewide Litter Abatement and Beautification, which has been administered by the Lieutenant Governor’s Office and Keep Louisiana Beautiful. The 26-member Task Force has worked to comprehensively address the litter problem in Louisiana. Recommendations, key priorities, as well as short-term strategies will be delivered to the Governor on July 1.

Another accomplishment of note was Love the Boot Week 2022, which proved to be our state’s largest cleanup effort to date. We are proud to have mobilized 280 volunteer groups to remove 293 tons of litter from 54 parishes. We are looking forward to growing this new signature event for Louisiana to engage citizens from all 64 parishes in cleaning up their communities.

On the heels of Love the Boot Week, to keep the momentum going, we launched the statewide litter prevention media campaign, Let Louisiana Shine. The main goal of this campaign is to create awareness around the issue of litter and provide the public with tips on how to combat litter in everyday life. Simple actions like covering your trash cans with lids and cleaning out your truck bed can reduce the amount of litter tarnishing our beloved Sportsman’s Paradise. This campaign has already reached millions of people, and I hope it will inspire you to take pride in your community.

As I close this letter, I would like to announce our new membership program, offering several levels for both individuals, businesses, and non-profit organizations. I invite you to support Keep Louisiana Beautiful by becoming a member at keeplouisianabeautiful.org/membership.

With gratitude,

Susan Russell
Executive Director

About Keep Louisiana Beautiful

Our mission is to promote personal, corporate, and community responsibility for a clean and beautiful Louisiana. Through our programs and statewide network of affiliates and partners, we provide tools and resources to prevent litter, reduce waste, increase recycling, and beautify spaces.
Leadership

Executive Committee

Samantha Bonnette
Board Chair

Courtney Hornsby
Vice Chair

Carla Buchholz
Treasurer

Katherine King
Secretary

Dr. Susan Strain
Past Chair

Susan Russell
Executive Director

Board of Directors

Phyllis Cancienne
Dawn Cantrell
Tricia Farace
John Gallagher
Eligha Guillory
Patrick Hamby
Angie Manning
Brian Melancon
Venise Ortego
Ann Vail
Gretchen Vanicor

Advisory Board

Sergeant James Anderson
Darryl Campbell
Jessica DeVille
Patsy Hebert
Judd Jeansonne
Jean Kelly
Sara Krupa
Jackie Maginnis
Kelsea McCrary
Robert Shadoin

Staff

Susan Russell
Executive Director

Patty Ferrell
Administrative Assistant

Melissa Kenyon
Communications and Marketing Director

Cabell Mouton
Affiliate and Grant Director
Community Affiliate Network

The Keep Louisiana Beautiful community affiliate network is comprised of 40 organizations located in the listed towns and parishes, all dedicated to litter prevention and removal, environmental education, waste reduction practices, and beautification efforts. The affiliates engage citizens in volunteer opportunities to improve their communities. Asterisks indicate the affiliates that contributed data to the 2021 impact highlights found below. The full impact report is available at keeplouisianabeautiful.org.

Abbeville*
Abita Springs*
Ascension*
Assumption*
Baton Rouge*
Bossier*
Calcasieu*
Covington*
DeRidder*
DeSoto*
East Feliciana*
Eunice*
Hammond*

Jefferson*
Lacombe*
Lake Charles*
Lafayette*
Lincoln
Livingston
Madisonville*
Mandeville*
Monroe
Morehouse
Natchitoches*
New Orleans*
New Roads
Ouachita*

St. James*
St. John*
St. Martin
St. Mary*
St. Tammany
Shreveport*
Slidell*
Tangipahoa*
Terrebonne*
Union*
West Baton Rouge*
West Feliciana
West Monroe*

2021 Community Affiliate Impact

292,227 volunteers & participants
$170,128 grants awarded

16,543 volunteer hours
282 tons litter removed

$1.5 mil volunteer value
67 receptacles installed

24,440 teachers & students reached
40,160 cigarette butts removed

437 waterway & roadway cleanups
512,569 pounds of hazardous waste diverted

2.2 mil pounds recycled
3,957 trees & gardens planted
University Partnerships

University Affiliate Program

Keep Louisiana Beautiful’s university affiliate program was developed in 2021 in response to a growing interest in sustainability, waste reduction, and litter prevention at the university level. University of Louisiana at Lafayette, with Keep Louisiana Beautiful as a sub-recipient, secured a $500,000 five-year EPA Gulf of Mexico Trash-Free Waters Grant to create and launch the program, develop a litter assessment app, develop educational training videos for campus communities, and fund grant opportunities for university affiliates.

In the summer of 2022, the first class of seven university affiliates was welcomed after fulfilling the outlined program requirements, which include conducting a waste audit, performing a litter survey and assessment, participating in Love the Boot Week, forming an affiliate leadership committee, and creating a work plan. Congratulations to the premiere class of university affiliates!

University Sustainability Coalition

Keep Louisiana Beautiful presented the idea for a university sustainability coalition to a steering committee of university representatives working to develop the university affiliate program. Keep Louisiana Beautiful and the steering committee realized Louisiana’s higher education institutions lacked a forum to discuss sustainability goals and efforts. To open lines of communication and initiate a network between the state’s colleges and universities, the university sustainability coalition was established in 2021, with Dr. Jerrod Penn, Assistant Professor with the Department of Agricultural Economics and Agribusiness at Louisiana State University, as chair and Keep Louisiana Beautiful as the lead facilitator.

The group of 15 colleges and universities meets for eight months throughout the academic school year with one goal—to increase higher education sustainability efforts in Louisiana. Monthly meetings consist of a time of presenting and sharing program ideas, successes, and challenges related to campus sustainability. Networking and sharing has led to members replicating successful programs focused on implementing more sustainable campus dining practices and reducing waste during the student move-out process.

The university sustainability coalition includes representation from: Dillard University, Grambling State University, L.E. Fletcher Technical Community College, Louisiana State University, Louisiana Tech University, Loyola University New Orleans, McNeese State University, Nicholls State University, Northwestern State University, River Parishes Community College, Tulane University, University of Louisiana at Lafayette, University of Louisiana at Monroe, University of New Orleans, and Xavier University of Louisiana.
Education

Keep Louisiana Beautiful offers several educational training opportunities throughout the year for affiliates, partners, educators, and the public.

State Conference

Keep Louisiana Beautiful’s State Conference is an annual educational training and networking forum welcoming all to learn about proven practices and innovative programs designed to achieve a cleaner, greener, and more resilient Louisiana. The most recent conference, held October 13-14, 2021, featured sessions on the Keep America Beautiful litter survey results, the connection between litter and flooding, community recycling programs, Keep Louisiana Beautiful’s new university affiliate program, and other community program ideas.

Online Training Opportunities

Keep Louisiana Beautiful community affiliates attended the annual regional meeting online in June 2021. The featured speaker was Sarah Angello with Resilia, presenting on the topic, “Telling Your Story through Data and Impact.”

Made available to the public, thanks to Blue Cross and Blue Shield of Louisiana, were three free webinars on “The Rotten Truth About Trash” with Leave No Trace, “Social Media Engagement for Non-profits” with Parish Proud and Innovative Advertising, and “Know Your Trash - How to Conduct a Waste Audit” with the New Orleans Ernest N. Morial Convention Center.

Rocksey’s Toolbox for Grades K-5

Since 2016, Keep Louisiana Beautiful has shared Rocksey’s Toolbox with formal and non-formal educators, featuring lesson plans and activities for grades K-5 focused on litter, pollution, recycling, and environmental stewardship. Educator workshops are held throughout the year and participants receive a $100 stipend, CEU, and the Rocksey’s Toolbox manual. Download Rocksey’s Toolbox materials at keeplouisianabeautiful.org.
Recognition

**Everyday Heroes**

Each year at the State Conference, Keep Louisiana Beautiful recognizes those individuals, businesses, and organizations going the extra mile to keep our communities clean, beautiful, and litter-free. The 2021 Everyday Heroes are listed below and information about them can be found at keeplouisianabeautiful.org.

**Andrew R. Johnson, IV**
Alice Foster Award

**Wayne Heckford**
Golden Can Award

**Glass Half Full**
Most Innovative Program Award

**Keep Abita Beautiful**
Outstanding Affiliate Award

**Keep West Monroe Beautiful**
Outstanding Affiliate Award

**Trey Brownfield, III**
Outstanding Affiliate Director Award

**Circle of Excellence**

Keep Louisiana Beautiful honors Keep America Beautiful affiliates in Louisiana who meet established standards for the Circle of Excellence. Recipients receive a Circle of Excellence plaque and a $500 cash award at the State Conference.

Abbeville
Abita Springs
Ascension
Assumption
Bossier
Calcasieu
Covington
DeSoto
DeRidder
East Feliciana

Eunice
Hammond
Jefferson
Lacome
Lafayette
Lake Charles
Mandeville
Natchitoches
New Orleans

Ouachita
Shreveport
Slidell
St. James
St. John
St. Mary
Tangipahoa
Union
West Baton Rouge
West Monroe
Grant Programs

Healthy Communities Grant Program

The Healthy Communities Grant program provides funding to support community improvement projects and programs. This is a list of grants that were awarded for this fiscal year.

<table>
<thead>
<tr>
<th>Parish</th>
<th>Organization</th>
<th>Project</th>
<th>Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acadia</td>
<td>Rotary Club of Crowley</td>
<td>Litter sculpture</td>
<td>$5,455.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awareness campaign</td>
<td>$7,287.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleanup supplies</td>
<td>$7,578.85</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Anti-litter signage</td>
<td>$4,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Receptacles</td>
<td>$8,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awareness campaign</td>
<td>$8,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleanup kits and signage</td>
<td>$8,000.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trailer for litter transport</td>
<td>$5,505.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Litter boom</td>
<td>$7,592.00</td>
</tr>
<tr>
<td>Caddo</td>
<td>Shreveport Green</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mid City Redevelopment Alliance</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parish Proud</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>University of Louisiana Lafayette</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keep Ouachita Parish Beautiful</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>City of Alexandria</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>St. Martin Sheriff's Department</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keep Covington Beautiful</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women’s Healing Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tangipahoa Parish Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keep Terrebonne Beautiful</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>South Louisiana Wetlands Discovery Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recycling receptacles</td>
<td>$7,804.00</td>
</tr>
</tbody>
</table>

Total grants awarded: $81,471.85
Grant Programs

Community Affiliate Grant Program

Keep Louisiana Beautiful’s community affiliate grant program supports affiliate organizations across Louisiana that are actively engaged and committed to making a measurable impact in their local communities. Affiliates who meet specific criteria at application time can apply for funding for programs, cleanup supplies, trash receptacles, and environmental education.

<table>
<thead>
<tr>
<th>Affiliate</th>
<th>Category</th>
<th>Funding Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep Abita Beautiful</td>
<td>Program</td>
<td>$2,499.91</td>
</tr>
<tr>
<td></td>
<td>Cleanup supplies</td>
<td>$1,794.60</td>
</tr>
<tr>
<td>Keep Assumption Beautiful</td>
<td>Cleanup supplies</td>
<td>$1,818.42</td>
</tr>
<tr>
<td>Keep Bossier Beautiful</td>
<td>Cleanup supplies</td>
<td>$1,656.68</td>
</tr>
<tr>
<td>Keep DeSoto Beautiful</td>
<td>Cleanup supplies</td>
<td>$1,724.48</td>
</tr>
<tr>
<td>Keep East Feliciana Beautiful</td>
<td>Environmental Education</td>
<td>$2,400.00</td>
</tr>
<tr>
<td></td>
<td>Program</td>
<td>$2,090.00</td>
</tr>
<tr>
<td>Keep Lafayette Beautiful</td>
<td>Trash receptacles</td>
<td>$3,256.43</td>
</tr>
<tr>
<td>Keep Natchitoches Beautiful</td>
<td>Cleanup supplies</td>
<td>$1,732.39</td>
</tr>
<tr>
<td></td>
<td>Trash receptacles</td>
<td>$3,122.95</td>
</tr>
<tr>
<td>Keep Slidell Beautiful</td>
<td>Cleanup supplies</td>
<td>$1,329.46</td>
</tr>
<tr>
<td></td>
<td>Trash receptacles</td>
<td>$3,241.71</td>
</tr>
<tr>
<td>Keep St. Mary Beautiful</td>
<td>Trash receptacles</td>
<td>$3,274.87</td>
</tr>
<tr>
<td>Keep Tangipahoa Parish Beautiful</td>
<td>Trash receptacles</td>
<td>$3,220.72</td>
</tr>
<tr>
<td>Keep Terrebonne Beautiful</td>
<td>Program</td>
<td>$2,499.05</td>
</tr>
<tr>
<td>Keep West Monroe Beautiful</td>
<td>Trash receptacles</td>
<td>$3,115.98</td>
</tr>
<tr>
<td>Shreveport Green</td>
<td>Trash receptacles</td>
<td>$2,793.90</td>
</tr>
</tbody>
</table>

Total funding value: $41,571.55
Communications Reach

Social Media

❤️ 2,112,128 impressions
❤️ 15,223 post clicks
❤️ 289,379 engagements
❤️ 9,822 followers

Communications data spans Jan. 1 - Dec. 31, 2021

E-Communications

✉️ 80,465 sends
25% open rate

Website

🔺 59,482 pageviews
🔺 16,759 users

Keep Louisiana Beautiful
Fri 3/25/2021 5:00 am CDT

#CleanBoating101: Pack it in, pack it out!
When you’ve hit dry land, be mindful of the items you brought on your trip such as cans...

Clean Boating Tip:
Make sure items you pack on your boat trip come home with you.

2021 EVERYDAY HEROES HONOreeES
Everyday people making the commitment to love the Boot each and every day.

Thank You
Love the Boot Week was a success!
Thank you for supporting Love the Boot Week, Louisiana's largest litter removal effort. In total, over 280 cleanups and beautification events registered in 54 parishes (see the impact report here). While Love the Boot Week has concluded, our efforts to clean up Louisiana are just beginning. It is going to take all of us working together to put the paradise back in South Louisiana. Don't stop now! Learn about the ways you can prevent litter and join in to make a difference. You can also use the guide to clean up your community every 4th Saturday.
81% of litter is intentional, but 100% preventable...

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.
2022 LOVE THE BOOT WEEK IMPACT

280 registered cleanup and beautification events in 54 Parishes

16 families
35 schools
83 local & state governments
146 businesses & organizations
8,476 reported volunteers & participants

40,007 hours dedicated to cleaning up Louisiana
$1.45 mil estimated value of volunteer hours

339 libraries shared Love the Boot Week bookmarks and a special reading list featuring children’s books about environmentalism
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

Most Littered Items

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

Social Media

❤️ 1,734,354 impressions
❤️ 242,902 engagements

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

$136,423 ad value of earned media coverage
14.75 mil reach of earned media coverage

February - April 2022
Love the Boot 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 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 Ouachita Parish 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
Love the Boot 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
Concordia Parish Library
Coushatta Tribe of Louisiana
CPRRA
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
LDEQ, St. James Parish Office
LDEQ, St. Martin Parish Office
LDEQ, Tensas Parish Office
LDEQ, Ville Platte Office
LDEQ, Acadia Parish Office
LDEQ, Iberville Parish Office
LDEQ, Jefferson Parish Office
LDEQ, Lafourche Parish Office
LDEQ, Louisiana Department of Wildlife & Fisheries
LDEQ, Orleans Parish Office
LDEQ, Rapides Parish Office
LDEQ, St. Charles Parish Office
LDEQ, St. Francisville Office
LDEQ, St. James Parish Office
LDEQ, St. Landry Parish Office
LDEQ, St. Martin Parish Office
LDEQ, St. Mary Parish Office
LDEQ, West Baton Rouge Parish Office
LDEQ, Washington Parish Office
Love the Boot Participants
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 Campi
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

Schools

4-H Youth Development LSU AgCenter
Assumption High School ROTC
Assumption High School Student Council
Baton Rouge Community College Foundation
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 Alumnaes 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
Wynandotte 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. Salier Street Residents
Zenon- McCray
Thank you LOUISIANA
On the heels of Love the Boot Week, the statewide media campaign, Let Louisiana Shine, was launched to encourage citizens to help keep litter out of Louisiana.

Vehicle for the message

Through television commercials, radio, billboards, and social media, we are calling attention to Louisiana’s severe litter issue. Advertisements direct people to letlouisianashine.org to learn about what constitutes litter, why it is harmful, and what we can to keep it out of Louisiana.

Call to action

Here are the ways we invite people to help Let Louisiana Shine:

- Keep your garbage bags tied tight and cover your bins.
- Keep a bag in your vehicle and dispose of your trash properly when you get home.
- Get a travel ashtray to keep butts off our roadways.
- Check the bed of your truck to ensure it’s free of trash and debris that could fly out.
- When transporting large items, secure your load with tarps, nets, or tie-downs.
- When you see it, pick it up with gloves or grabbers.
- Organize a litter cleanup or volunteer for one in your community.
- Use a reusable grocery bag to reduce the number of plastic bags that become litter.
- Spread the word! Share photos and videos showcasing Louisiana’s beauty and what you’re doing to protect it with the hashtag #LetLouisianaShine.

LET LOUISIANA SHINE. STOP LITTERING.

It is our hope that this awareness campaign will inspire people to take pride in their communities and help stop litter from happening in the first place. We invite you to watch the commercial and learn more about Let Louisiana Shine at letlouisianashine.org.
Keep Louisiana Beautiful would like to extend a special thank you to Lieutenant Billy Nungesser and his team of dedicated staff. The Lieutenant Governor has taken a stand against litter in Louisiana and advocated for change as the Chair of the Governor’s Task Force on Statewide Litter Abatement and Beautification. During Love the Boot Week, the Lieutenant Governor set an example, attending multiple cleanup events and picking up litter in our communities. We are grateful and hopeful that our dream of a litter-free Louisiana is nearer with his leadership.

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