Dear Louisiana,

Thank you for your dedication to cleaning up our Sportsman’s Paradise during the second annual Love the Boot Week! Not only did your efforts make Louisiana a cleaner, greener place to live, but you also brought much-needed attention to our state’s litter problem.

The energy and enthusiasm we witnessed during Love the Boot Week gave me hope that a cleaner Louisiana is possible. In total, 12,777 volunteers at 547 events in 64 parishes removed 313 tons of litter over the course of 61,493 hours. In addition, 370 trees and 3,542 plants were planted, and 3,506 #1 plastic bottles and aluminum cans were recycled. Across the board, Love the Boot Week experienced significant growth, demonstrating what’s possible when we all work together toward a common goal.

What inspired me the most was the increase in school participation. Children in grades ranging from pre-kindergarten to twelfth picked up litter and planted plants in their communities, and in the process, learned about caring for their environment. These young people need us to protect Louisiana from litter so they can continue to know and experience all that makes our state so special.

To support local communities, Keep Louisiana Beautiful was pleased to distribute supply boxes containing a total of 6,250 volunteer shirts, along with gloves and trash bags, to the first 250 organizations to register. We look forward to doing this again in 2024!

Thank you to everyone who made Love the Boot Week possible! This event would not happen without the support of volunteers, the Office of the Lieutenant Governor, state and local leaders, our Affiliates and partners, and our generous sponsors.

With gratitude,
Susan Russell
Executive Director

About Keep Louisiana Beautiful

Keep Louisiana Beautiful, a 501c3 non-profit, 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, and increase recycling. Our mission is to promote personal, corporate, and community responsibility for a clean and beautiful Louisiana.
Why Love the Boot?

To achieve a cleaner Louisiana, we must continue to work together to bring attention to our litter problem and implement lasting changes. Here is a preview of statistics from the soon-to-be-published 2023 Roadway Litter Study that will help inform how we tackle litter in Louisiana:

143.87 mil littered items on LA roadways

24.5% tobacco products

13.7% beverage containers

10.8% construction debris

Top Litter Sources

53% motorists

17% unsecured loads

9% garbage trucks

43% of littered items included plastic packaging
Your Love the Boot Week Impact

- **64** parishes
- **12,777** volunteers
- **61,493** volunteer hours
- **$1.68 mil** volunteer value

**547 events**
- 23 colleges & universities
- 57 individuals & families
- 78 k-12 schools
- 190 governmental entities
- 199 businesses & non-profits

**Most littered items**
1. plastic beverage bottles
2. fast food packaging
3. alcohol cans & bottles
4. snack food packaging
5. plastic bags

**313 tons of litter removed**

- **3,506** aluminum cans & #1 plastic bottles recycled at 13 sites, with support from Osprey Initiative and The Coca-Cola Company
- **146** gardens refurbished
- **3,542** plants planted
- **370** trees planted
Communications Reach

8 mil impressions
548,587 engagements

*Ad campaign ran March 20 - April 24, 2023

Let Louisiana Shine! #LOVETHEBOOT

22 mil earned media reach
$846,860 publicity value
Thank you LOUISIANA
Thank You

LOUISIANA
Participants

Businesses & Non-Profit Organizations
Abbeville Garden Club
Acadiana Church of Christ
Alsen/St. Irma Lee Community Village
AMERISAFE Impact
ASR
Assumption Arc
Avenues Recovery Center
BackYard Sapphire
Baker Civic Club, Inc
Baker Donelson BakerCares
Baton Rouge Area Chamber
Bayou Paddlesports
Bayou Lacombe Museum
Believers For Change
Bernice Cultural District
Beyond Bodcau Adventures
Boissier Chamber Diplomats
Boissier Chamber Of Commerce
Bouligny Improvement Association
Breath of Life Church
Broadmoor Improvement Association
Bulb & Blossom club of Eunice
Calhoun Civic Club
Cane River National Heritage Area
Central City Nick
Chamber Southwest Louisiana
City Park Conservancy
Clean Pelican
Clifton Choctaw Reservation Inc.
Coalition to Restore Coastal Louisiana
Coca-Cola Alexandria
Code Blue Inc.
Cornerstone Chemical Company
Cox Communications
CrazyPlantBae
Cub Scout Pack 221
Cub Scouts Pack 100
Cultural Crossroads of Minden
Culture of Cleanliness
Delachaise Neighborhood Association
Distinguished Young Gentlemen of Shreveport
District E Business Alliance
Donaldsville Area Chamber of Commerce
Downtown Development District
New Orleans
Downtown West Monroe Merchants
East Carroll Parish Library
East New Orleans Neighborhood Advisory Commission
Emery Equipment
ExxonMobil
Faubourg St. Roch Improvement Association
Fifth Ward Community
Forever Takes A Village
Fountainbleau Estates HOA
Francois Bend Senior Community
Francois Parc Senior Community
Friends of Joe W. Brown Park
Friends of the Coates Bluff Nature Trail
Garden District Neighborhood Association
Girl Scouts Louisiana East Troop 20890
Girl Scouts Louisiana Pines to the Gulf - Troop 96
Glass Act Recycling
Grambling Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
Greater New Orleans East Business Alliance
Greenville Extension/ Eden Park Community Group
Gresham Smith
Grow Gilbert
Hoffman Triangle Neighborhood Association
Houma Terrebonne Marine Corps League
475/VPN Norma A. Liner Marine Corps League Auxiliary
iNfinity Cheer and Dance Co.
Instep Credit Union
Irish Channel Neighborhood Association
Ivan Smith Furniture
Jefferson Performing Arts Society
Jericho Road Episcopal Housing Initiative
Jewel J Newman Community Center
John W. Stone Oil Distributor LLC
Keep Abbeville Beautiful
Keep Abita Beautiful
Keep Algiers Beautiful
Keep Ascension Beautiful
Keep Assumption Beautiful
Keep Baker Beautiful
Keep Bossier Beautiful
Keep Calcasieu Beautiful
Keep Covington Beautiful
Keep DeRidder Beautiful
Keep DeSoto Beautiful
Keep Eunice Beautiful
Keep Gibson 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 Natchitoches Beautiful
Keep New Orleans Beautiful
Keep Ouachita Parish Beautiful
Keep Pineville Beautiful
Keep Slidell Beautiful
Keep St. James Parish Beautiful
Keep St. John Beautiful
Keep St. Mary Beautiful
Keep St. Tammany Beautiful
Keep Tangipahoa Beautiful
Kenner Business Association
Keep the Quarter Clean
Keep Tiger Town Beautiful
Keep Union Beautiful
Keep Terrebonne Beautiful
Keep West Feliciana Beautiful
Keep West Monroe Beautiful
Keller Williams Realty Acadiana, Lafayette
LA Pro
Lafayette Coca-Cola United
Lake Charles Alumnae Chapter Delta Sigma Theta Sorority Inc.
Latter and Blum Real Estate
LOOP NOLA
Louisiana Parole Project
Kenner Rotary
Krewé du Lapin Martele
Louisiana Swamp Base
Lower Garden District Neighborhood Association
Love Your City
LoveCampti
Marksville Chamber of Commerce
Mid-City Neighborhood Organization
Mid City Redevelopment Alliance
Moncla Community Center
Moncus Park
Monroe Alumnae Chapter of Delta Sigma Theta, Inc.
Morehouse Community Development Corp.
Morehouse Parish Police Jury
Mt. Olive Baptist Church
National Association of University Women, Inc. Lake Charles Branch
New Hope Fellowship Church
New Orleans Community of Lincoln Beach
New Orleans & Company
New Orleans East Matters Coalition
New Orleans East Restoration Project
NOLA Artist Incubator
Nonpareil Chapter BR - Top Ladies of Distinction
North Delta Regional Planning and Development District
North Kenilworth Improvement and Security District/HOA
North Louisiana Economic Partnership
Ogden Museum of Southern Art
Opelousas DAR
Opelousas Downtown Development District
Osprey Initiative
Ouachita Green
Pennington Biomedical Research Center
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Osprey Initiative
Ouachita Green
Pennington Biomedical Research Center
New Iberia Main Street
North Toledo Bend State Park
Office of Governor John Bel Edwards
Office of Lt. Governor Billy Nungesser
Palmietto Island State Park
Parish Council District 1
Parish Council District 7 - Ty Arnold
Pineville Downtown Development District
Plaquemines Parish Government
Poverty Point World Heritage Site
Rapides Parish Police Jury
Raymond Laborde Correctional Center
Rebel State Historic Site
Rosedown Plantation State Historic Site
Sam Houston Jones State Park
Senator Patrick Connick
South Toledo Bend State Park
St. Bernard State Park
St. Charles Parish Government
St. Helena Parish Sheriff’s Office
St. John Parish Team Up to Clean Up
Steamboat City Association
Tallulah City Council District 5
The Mayor’s Women’s Commission of Leesville
Tickfaw State Park
Town of Amite City
Town of Arcadia District 4
Town of Arcadia District 5
Town of Baldwin Beautification Committee
Town of Ball
Town of Campti
Town of Clarks
Town of Columbia
Town of Delhi
Town of Dubach
Town of Duson
Town of Franklinton
Town Of Haynesville
Town of Independence
Town of Iowa
Town of Jean Lafitte
Town of Jena
Town of Jonesville
Town of Kentwood
Town of Lake Arthur
Town of Livingston
Town of Many
Town of Pollock
Town of Ringgold
Town of Sarepta
Town of Springfield
Town of St. Joseph
Town of Sterlington
Town of Waterproof
Town of White Castle
Union Parish Library
Village of Baskin
Village Of Belcher
Village of Chatham
Village of Choudrant
Village of Clayton
Village of Delta
Village of Hessmer
Village of Hosston
Village of Martin
Village of Mooringport
Village of Natchez
Village of Port Vincent Cleanup Crew
Village of Sicily Island
Village of Tangipahoa
Webster Parish Police Jury
West Baton Rouge Sheriff’s Office

**Individuals & Families**
Anderson Island Cleanup
Bayou Pride
Bon Temps Louisiana Girls
Chrijpan Family
David Williams Cleanup
Emily Fenet Parker
EyeGotcha
Freedom Ministries
Freedom Paws Animal Rescue
Friends of Councilman Raheem Pierce
Green Doyline
Herbers/Kendrick Love the Earth
Lakeview Clean-Up Krewe
Long Lake Neighborhood
Lyons Point Clean Up Crew
Mama Lit/Foulcard Family
Milan St. Neighborhood Samuel Square
Moop Warrior’s
Mrs. Miranda’s Recycle Study
OASES
Old Landing Property Association
Red Booth Coffee Crew
Sandra Olivier
Shreve Swap
Shreveport Garden Study Club
Susan Wilhelm LLC
Telbat Street Neighborhood Group
Thurman Family
Town of Kilian
Tuscany Villa
Watson Litter Crew
Woodlake North & Woodlake Ridge

**Schools (K-12)**
2 Sisters in Christ
Alton Elementary School
AMP - American Millennium Project
Annunciation Catholic School
Archbishop Chapelle High School
Archbishop Hannan SNHS
Archbishop Shaw’s Science National Honor Society
Archdiocese of New Orleans/ St. Benedict the Moor
Ascension of Our Lord Catholic School
Assumption High Student Council
Beta Club
BHS Youth Volunteer Corp.,
  Healthy Living Club, and 4H
Block Bears High School
Brusly Upper Elementary School
Castor High School
Christian Brothers School
CPJH Beta Club
David Thibodaux STEM Magnet Academy National Honor Society
DC
DeRidder Junior High Beta Club
Dubach Elementary School
East Bank Real Estate
Elementary Beta Club
Eunice High
Fairfield Elementary Magnet National Elementary Honor Society
Franklin Junior High School
Franklin Parish High School- FCCLA
Franklin Senior High School Beta Girl Scout Troop 11
Indian Bayou Beta Club
Jackson Elementary
Jonesboro Pack 523
Julia B Maitland Elementary School
Key Club at Edna Karr High School
LaGrange High School
Lakeshore High School National Honor Society
LeBleu Settlement Elementary 4-H Club
Lecompte Garden Club and Rapids High JAG
Loranger Elementary
Lucille Nesom Memorial School
Marksville Elementary School 4-H Club
Mayfair Laboratory School BETA Club
North Caddo High School Environmental Science Classes
Nuance
Our Lady of Perpetual Help School
Prien Lake Elementary
Rayne Catholic Elementary School
Robert Russa Moton Charter School
Rosenwald Elementary
Scotlandville Pre-Engineering Magnet Academy
Seventh Ward Elementary
St. Louis King of France Catholic School Parents’ Club
St. Charles Street Elementary - 4H Club
St. Cletus Catholic School
St. Frederick High School
St. Michael Special School
St. Peter Catholic School
The Academy of the Sacred Heart
The Brighton School Beta Club
Town of Marion Recreational Youth Group
Ursuline Academy
Victory Christian Academy
Woodlawn Middle School Beta Club
Youth Volunteer Corp - Hornbeck
Ready to get more involved?

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

**Clean Biz Partnership**

Become a Clean Biz Partner and distinguish yourself and your business as environmentally responsible. As a partner, you pledge to adopt daily practices for reducing and preventing litter such as cleaning your parking bays, placing trash receptacles at your storefront, and maintaining a clean dumpster area. There are incentives for participating chambers and businesses. This program was developed in partnership with Louisiana Chamber of Commerce Executives (LACCE). Learn more and register your chamber or business at keeplouisianabeautiful.org.

**Get Down and Clean Up**

You can now use your library card to check out litter clean up supplies, including safety vests, grabbers, trash bags, and instructions on how to conduct your cleanup. This program, developed in partnership with the Louisiana State Library and the Louisiana Public Library System, is a great hands-on way for families, homeschool groups, youth groups, and scouts to care for their neighborhood. Let’s dance our way to a cleaner Louisiana! Find a list of participating libraries at keeplouisianabeautiful.org.

**Affiliate Network**

Our 44 Community Affiliates and 10 University Affiliates work diligently to stop litter and beautify spaces in their communities. Throughout the year, they host special events, launch initiatives, and organize cleanups that inspire volunteers and partners to make a difference in their town, city, parish, or campus community. Get involved with your local Affiliate and/or explore creating an Affiliate in your community. Learn more about our Affiliates at keeplouisianabeautiful.org.

**Let Louisiana Shine**

Let Louisiana Shine is the State of Louisiana’s litter prevention campaign focused on educating citizens on the negative impacts of litter and how to stop it from happening in the first place. Tips shared through advertising and marketing materials include securing your load, cleaning out your truck bed, using a reusable grocery bag, and keeping a bag for trash in your vehicle and boat. Find litter prevention tips to adopt at letlouisianashine.org.
Love the Boot Week is April 20-28, 2024!

Thank You to Our Sponsors!