Add Your Logo

**Media Contact:**

[Name]
[Job Title]

[Email address]

[Phone number]

[Website]

FOR IMMEDIATE RELEASE:

[Release Date]

**[YOUR ORGANIZATION] HELD SUCCESSFUL [CLEANUP/BEAUTIFICATION]**

 **EVENT ON [DATE] FOR LOVE THE BOOT WEEK, [FILLING X BAGS WITH LITTER/PLANTING X TREES]**

**[CITY, LA]** — On [date] [your organization name] hosted [name of event] at [location] as part of Love the Boot Week, Louisiana’s largest litter cleanup and beautification effort organized by Keep Louisiana Beautiful April 20-28. With the support of X volunteers, [X bags of litter were picked up/X trees were planted] in [X hours].

[The description of your event goes here. What groups were involved? What was the goal of the event?]

[Add a quote here from your organization’s leadership about the importance of the event. An example would be: “We are proud of how much we were able to accomplish during this important event and look forward to continuing to make a difference in our community,” said Jane Miller, President of Organization.]

“We are thankful to the Louisiana businesses, governments, schools, families, and individuals who participated in Love the Boot Week,” said Susan Russell, Executive Director of Keep Louisiana Beautiful. “This event not only helps to improve communities, but it also brings awareness to our state’s litter problem. Only when we work together and change our behaviors will Louisiana see a reduction in litter.”

In late May, Keep Louisiana Beautiful will release an outcomes report summarizing the collective impact of the registered cleanup and beautification events. The report will be available at [www.keeplouisianabeautiful.org](http://www.keeplouisianabeautiful.org).

For more information about Love the Boot Week, visit [www.lovetheboot.org](http://www.lovetheboot.org). or contact info@keeplouisianabeautiful.org.

###

**About [Organization]**

This is a brief boilerplate description of what your organization is and what it does. In this paragraph, you should state what makes your organization unique.

[**Keep Louisiana Beautiful**](http://www.keeplouisianabeautiful.org/) (KLB), a 501(c)(3) non-profit supported by the state of Louisiana and the Office of the Lieutenant Governor, is focused on promoting best practices for litter prevention and reduction, beautification, recycling, waste reduction, and sustainability. The backbone of KLB is the organization’s network of 37 Community Affiliates and 10 University Affiliates – all committed to working toward a cleaner, greener Louisiana. KLB supports communities across the state with its programs, educational opportunities, and community improvement grants. KLB is affiliated with Keep America Beautiful. Learn more at [**KeepLouisianaBeautiful.org**](http://www.keeplouisianabeautiful.org/).