

**YOUR LOGO**

FOR IMMEDIATE RELEASE:

**NAME OF DEALERSHIP PARTNERS WITH KEEP LOUISIANA BEAUTIFUL & LOUISIANA  
AUTOMOBILE DEALER ASSOCIATION ON PUT THE BRAKES ON LITTER CAMPAIGN**

CITY, La. - Name of Dealership has partnered with Keep Louisiana Beautiful (KLB) and the Louisiana Automobile Dealer Association (LADA) on the “Put the Brakes on Litter” campaign, a joint effort supported by the Office of the Lieutenant Governor. This campaign is designed to educate motorists on ways to prevent roadside litter. Individuals who purchase a vehicle at Name of Dealership will receive a free litter kit including the following:

- A disposable litter bag for the motorist to use for their trash.
- An informational rack card explaining the contents of the kit and listing litter prevention tips.
- A pocket ashtray for cigarette disposal. If the motorist does not smoke, it is recommended that they give the pocket ashtray to someone who does.
- A car cupholder coaster with the litter hotline number. Motorists are encouraged to call 855-LA-Litter to report a litterer’s plate information and vehicle make.

“Each year, local governments and other agencies spend more than \$91 million cleaning up litter and illegal dumping. It’s time we turn the tide on littering, and I am excited to launch this new partnership with Louisiana’s auto dealers,” said Lieutenant Governor Billy Nungesser. “Not only will this help prevent more waste from accumulating in our communities, but it will also reduce the burden on taxpayers who are footing the bill to clean it up. The solution is simple, but it takes all of us to do our part.”

“This campaign is a result of KLB’s [2023 Louisiana Litter Study](#), which found that there are 143.8 million pieces of litter on our roadways,” said Susan Russell, KLB Executive Director. “Motorists are the main source of roadside litter, so this campaign is an important opportunity for teaching and empowering motorists to prevent litter from happening in the first place.”

**“Quote from dealership president.”**

Other key findings from the Litter Study that motivated this campaign include:

- Cigarette butts are the most littered micro-sized item on our roadways (24.5%).
- Motorists, garbage trucks, and unsecured loads contribute to over 79% of roadway litter.
- Interstates are the most littered type of roadway, with an average of 10,178 pieces of litter per mile.
- According to a survey, 92% of Louisiana citizens believe that litter is a problem.

The complete litter study and fact sheets are available at [KeepLouisianaBeautiful.org](https://www.KeepLouisianaBeautiful.org).

KLB encourages all motorists to help reduce roadside litter by doing the following:

- Use a car litter bag
- Use a portable ashtray
- Keep your truck bed clean
- Secure your load
- Report littering at 855-LA-Litter

For more information about the “Put the Brakes on Litter” campaign, please contact [info@keeplouisianabeautiful.org](mailto:info@keeplouisianabeautiful.org).

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#### **About Keep Louisiana Beautiful**

**Keep Louisiana Beautiful** (KLB) is the state’s leading anti-litter and community improvement organization focused on achieving a cleaner, greener Louisiana through education, enforcement, public awareness, and community engagement. KLB is affiliated with the national organization, Keep America Beautiful, and is supported by a robust statewide network of Community Affiliates and University Affiliates. Learn more at [KeepLouisianaBeautiful.org](http://KeepLouisianaBeautiful.org).

#### **About Louisiana Automobile Dealers Association**

The Louisiana Automobile Dealers Association (LADA) is a full service-trade association representing nearly 350 new motor vehicles, car and heavy truck dealers in Louisiana. Additionally, LADA has over 150 allied associate members. Founded in 1937, LADA provides products and services to enhance the operations of its member dealers. LADA serves as a united voice for its members, advocating for their interests, promoting ethical business practices, and supporting economic growth in the automotive industry.