



Dear Participating Library,

Thank you for being a part of the Get Down and Clean Up program! With your help, we will make clean up supplies accessible to citizens wanting to clean up litter in their communities.

To promote the Get Down and Clean Up program, we created a marketing toolkit with the following assets:

- **Get Down and Clean Up logos:** Use these on any marketing materials that you create to promote the program.
- **Keep Louisiana Beautiful logos and style guide:** Please included the Keep Louisiana Beautiful logo on any marketing materials that you create to promote the program. Refer to our style guide for brand guidelines. Logos linked in the style guide.
- **A poster (mailed to you):** Please place the mailed posters in your library to promote the program. They are sized for easy placement.
- **A sandwich board sign (mailed to you):** The lightweight, waterproof sign was mailed to you to promote the program. Please place it in near your entry or in a high-traffic location for visibility.
- **Bookmarks (mailed to you):** Please place the mailed bookmarks in your library to promote the program
- **Digital ads sized for your website and newsletter:** Link the digital ads to a page that you've created on your website, or link to the [program page](#) on Keep Louisiana Beautiful's website.
- **Social media graphics and post copy:** We recommend promoting the program two to three times per month on social media with the provided graphics and post copy. You can also share photos of your library members using the clean up supplies. Remember to tag @KeepLouisianaBeautiful on Instagram and Facebook, and @KeepLABeautiful on Twitter.
- **A press release template for announcing your involvement:** Use this template to announce your participation in the program to your local media. Invite the media to come and check out the supplies and do a story.

If you have any questions, please reach out to info@keeploouisianabeautiful.org. You can re-order clean up supplies at www.keeploouisianabeautiful.org.

Thank You!
Keep Louisiana Beautiful