



KEEP LOUISIANA BEAUTIFUL

Love the Boot 250 Challenge

Pick Up 250 Pieces of Litter and Challenge Your Friends to Do the Same!

Love the Boot Week, Louisiana's largest litter removal and beautification effort, is happening in all 64 parishes April 18-26. This year, we are cleaning up Louisiana in celebration of America's 250th birthday. Please help us build momentum for the initiative by participating in the Love the Boot 250 Challenge!

About the Love the Boot 250 Challenge: In celebration of America's 250th birthday, pick up 250 pieces of litter and challenge someone else to do the same. Film a short video promoting your involvement and tag the person/company you are challenging.

This document includes the instructions for participating.

Step by step instructions:

1. See example video [here](#).
2. Pick a spokesperson for your video. This person could be a student, teacher, principal, executive director, volunteer, board president, or YOU. Anyone in Louisiana can participate in the challenge.
3. Record a 30 second video informing your audience that you will pick up 250 pieces of litter for this year's Love the Boot Week. Challenge someone or another organization to do the same.
4. Share your video on social media. Tag the person you are challenging and tag @KeepLouisianaBeautiful so we can re-share!

Suggested equipment and props:

- A phone for recording
- Litter
- A litter grabber if available, or gloves
- Garbage bag
- A Love the Boot Week shirt if you have one from past years

Tips for filming:

- Hold your smartphone horizontally for a video that will fill the screens of most viewing platforms. If you are making a video for Instagram Reels, then portrait is the way to go.
- If you are holding your phone:
 - Keep the phone close to your body.
 - Rest your elbows on a sturdy object nearby.
 - Use your body to absorb bounces and shakes

- Keep your video short. 30 seconds max.

These scripts are just suggestions. Make it your own and have fun!

Script Option A – Individual:

My **NAME** is and I am picking up 250 pieces of litter for Love the Boot Week. I challenge NAME to pick up another 250 pieces of litter to show how they **#LovetheBoot!**

Action: Pick up litter and put it in a trash can or bag.

Script Option B – Organization:

My **NAME** is with **ORGANIZATION** and I am picking up 250 pieces of litter for Love the Boot Week. I challenge **NAME** with **ORGANIZATION** to pick up another 250 pieces of litter to show how they **#LovetheBoot!**

Action: Pick up litter and put it in a trash can or bag.

Social Media Post Copy to Post with Video (make sure to tag @KeepLouisianaBeautiful):

Love the Boot Week, Louisiana's largest cleanup and beautification event, is coming up April 18-26! In honor of America's 250th birthday, I am picking up 250 pieces of litter in my home state of Louisiana.

@Handle of the person/group you are challenging – I challenge you to #LoveTheBoot and pick up 250 pieces of litter. Let's keep the momentum going!