



**Media Contact:**

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FOR IMMEDIATE RELEASE:

[Release Date]

**[YOUR ORGANIZATION] TO HOLD [CLEANUP/BEAUTIFICATION]  
EVENT ON [DATE] FOR LOVE THE BOOT WEEK, CELEBRATING AMERICA'S 250<sup>TH</sup>  
BIRTHDAY**

*Love the Boot Week, April 18-26, is Louisiana's Largest Litter Removal and Beautification  
Event Organized by Keep Louisiana Beautiful*

[CITY, LA] — On [date] at [from start time to end time], [your organization's name] will host [name of event] as part of the 5<sup>th</sup> annual Love the Boot Week, Louisiana's largest litter cleanup beautification effort held every April. Love the Boot Week, taking place in all 64 parishes April 18-26, is organized by Keep Louisiana Beautiful and supported by the Office of the Lieutenant Governor. This year, the initiative celebrates America's 250<sup>th</sup> birthday, calling all Louisianans to show their love for their community and their country.

[The description of your event goes here. Explain what you hope to accomplish and who is participating (staff, students, a sports team, community volunteers, etc.). You can mention how many volunteers you are expecting, what exactly they will be doing, and anything else that is unique about your event. If you are picking up litter or planting trees, include that information here.]

[Add a quote here from your organization's leadership about the importance of the event. An example would be: "Organization sees the value in fighting Louisiana's litter problem and caring for our community, especially this year as we celebrate our country's 250<sup>th</sup> birthday," says Jane Miller, President of Organization. "We look forward to organizing more cleanup events to engage our employees and improve the quality of life we experience in our community."]

Litter is not a new problem for Louisiana. For decades, litter has become increasingly detrimental to our communities, leading to a multitude of repercussions such as:

- Blight on natural areas, cities, towns, roadways, and waterways
- Death of wildlife due to polluted habitats
- Decline in quality of life in neighborhoods

- A negative impact on economic development, infrastructure, and tourism
- Flooding caused by storm drains clogged with litter and debris

Despite spending over \$91.4 million in litter abatement each year, Louisiana is still experiencing shocking levels of litter statewide.

“Picking up litter is important, but litter education is the primary goal of Love the Boot Week,” says Susan Russell, Executive Director of Keep Louisiana Beautiful. “If we can all learn the repercussions of litter and adopt behaviors to prevent it from happening in the first place, we will see a cleaner, greener Louisiana.”

Following the conclusion of Love the Boot Week, Keep Louisiana Beautiful will release an outcomes report summarizing the collective impact of the registered cleanup and beautification events. This report will include the total number of events, volunteers, bags of trash collected, pounds of trash collected, and other relevant statistics.

Volunteers can register for [Organization's] cleanup event at [your event registration link or other directions for signing up to volunteer] Questions about this specific event should be directed to the event organizer, [Name], [Title] at [Email or Phone].

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

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#### **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** (KLB) is a state program under the Office of the Lieutenant Governor and the Department of Culture, Recreation, & Tourism promoting personal, corporate, and community responsibility for a clean and beautiful Louisiana. KLB supports local communities through programs and resources for litter education, prevention, removal, enforcement, beautification, recycling, waste reduction, and sustainability initiatives. 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).