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Media Contact:

[Name]
[Job Title]
[Email address]
[Phone number]
[Website]

FOR IMMEDIATE RELEASE:

[Release Date]

[YOUR ORGANIZATION] HELD SUCCESSFUL A [CLEANUP/BEAUTIFICATION] EVENT ON [DATE] FOR LOVE THE BOOT WEEK, [FILLING X BAGS WITH LITTER/PLANTING X TREES] IN CELEBRATION OF AMERICA'S 250TH BIRTHDAY

[CITY, LA] — On [date] [your organization name] hosted [name of event] at [location] as part of the 5th annual Love the Boot Week, Louisiana's largest litter cleanup and beautification effort organized by Keep Louisiana Beautiful in celebration of America's 250th birthday. 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: "It's important to care for our community, and we are proud of all that we were able to accomplish during this Love the Boot Week," says Jane Miller, President of Organization.]

"We are thankful to the Louisiana businesses, governments, schools, families, and individuals who participated in Love the Boot Week," says 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 May, 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. The report will be available at www.keeplouisianabeautiful.org.

For more information about Love the Boot Week, visit www.lovetheboot.org. or contact 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.