



## Promote Love the Boot Week in Your Newsletter

Please help promote Love the Boot Week in your newsletter. Whether you are promoting your own Love the Boot Week event or encouraging general involvement, we appreciate you spreading the word. Below are ideas for newsletter copy. You can also use one of the supplied social media graphics or digital ads for a visual.

### General Promotion:

#### **Love the Boot Week is April 18-26!**

Be a part of Keep Louisiana Beautiful's Love the Boot Week, Louisiana's largest litter removal and beautification event. This year, we are cleaning up in honor of America's 250th birthday! You can help by registering an event, volunteering, picking up 250 pieces of litter, or spreading the word. The first 800 groups to register get a supply box with volunteer t-shirts, gloves, and trash bags. Learn more and register at [www.LoveTheBoot.org](http://www.LoveTheBoot.org).

### Promoting Your Event Ahead of Time:


#### **Volunteer at **Company Name's** Love the Boot Week Event on **Date!****

We are excited to partner with Keep Louisiana Beautiful and participate in Love the Boot Week! We will be hosting a [litter cleanup/beautification] event on [date], from [time to time] at [location]. This year, we are cleaning up in honor of America's 250th birthday! Show your love for your country and our community by participating. Sign up to volunteer for our event on [date], from [time to time] at [location] at [your event url/or other instructions for signing up]

### Post Event

#### **Thank You for Supporting Love the Boot Week!**

Thank you to everyone who came out to support our #LovetheBoot Week event on [date], at [location]. We [collected # of bags of litter/planted # trees], contributing to the

significant impact of this statewide litter clean removal and beautification initiative organized by Keep Louisiana Beautiful. .