

Add Your Logo



Media Contact:

[Name]

[Job Title]

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FOR IMMEDIATE RELEASE:

[Release Date]

[YOUR ORGANIZATION NAME] TO HOLD WATERWAY/ShORELINE CLEANUP EVENT FOR STATEWIDE INITIATIVE, LOVE OUR WATERWAYS, ON [DATE]

[CITY, LA] — On [date] from [start time] to [end time], [organization name] will host [event name] at [location] as part of [Love Our Waterways](#), Louisiana's largest coordinated waterway and shoreline litter removal initiative organized by Keep Louisiana Beautiful and the Office of the Lieutenant Governor.

[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.]

Water is intrinsic to Louisiana's recreation, tourism, and seafood industries. Litter threatens these industries and damages our coastal ecosystems.

Research shows that approximately 80 percent of marine debris originates from land and is carried into waterways through stormwater systems and drainage channels. Love Our Waterways brings attention to this issue and mobilizes the people of Louisiana to pitch in and clean up our Sportsman's Paradise.

"[Insert quote from organization leader about your organization's involvement in Love Our Waterways]," said [Name], [Title].

[Ex. "Litter-free waterways are important to our organizations and our community," said [Name], [Title] of [Organization]. "We are proud to be a part of this statewide effort, which is spurring important dialogue around the issue of litter."]

"Every piece of litter removed from our waterways, ditches, drains, and shorelines represents a positive step toward a cleaner and healthier Louisiana," said Susan Russell, Executive Director of Keep Louisiana Beautiful. "Thank you to all of the groups bringing together volunteers to make a tangible impact."

Following the conclusion of Love Our Waterways, Keep Louisiana Beautiful will release an outcomes report highlighting the collective impact of registered events statewide. The report will include the number of events, volunteers, pounds of litter and debris removed, miles of waterways cleaned, and other environmental impact 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 Our Waterways, visit LoveLAWaterways.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.

About Love Our Waterways

Love Our Waterways is a month-long statewide initiative led by Keep Louisiana Beautiful and the Office of the Lieutenant Governor to remove litter and marine debris from Louisiana's rivers, lakes, bayous, shorelines, and coastal areas while promoting litter prevention and environmental stewardship. Learn more at www.LoveLaWaterways.org.