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FOR IMMEDIATE RELEASE:

[Release Date]

[YOUR ORGANIZATION] HELD SUCCESSFUL WATERWAY CLEANUP EVENT ON [DATE] FOR LOVE OUR WATERWAYS, REMOVING [X POUNDS/X BAGS] OF LITTER AND DEBRIS

[CITY, LA] — On [date], [organization name] hosted [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. With the support of [X] volunteers, participants removed [X pounds/X bags] of litter and debris from [waterway/location] in [X] hours.

[The description of your event goes here. What groups participated? What waterway or shoreline was cleaned? What was the goal of the event? Include any notable accomplishments, such as unusual items removed, miles cleaned, educational activities, or partnerships.]

[Add a quote from your organization's leadership. Example:]

"To clean up Louisiana's waterways, we all need to pitch in," said [Name], [Title] of [Organization]. "We are proud of what our volunteers accomplished through this cleanup effort. By removing litter and debris from our local waterways, we are helping protect wildlife, improve water quality, and ensure that our Sportsman's Paradise is clean and beautiful for future generations."

Louisiana's waterways are crucial to our state's identity, supporting our economy, culture, and quality of life. Litter and marine debris continue to threaten our industries and valuable resources.

Research shows that approximately 80 percent of marine debris begins on land and is carried through storm drains, ditches, rivers, and bayous before eventually reaching larger waterways and coastal areas. Love Our Waterways was created to address this issue, mobilizing volunteers statewide to sign up to clean up litter.

"We are grateful to the volunteers, businesses, schools, local governments, nonprofits, and community organizations that participated in Love Our Waterways," said Susan Russell, Executive Director of Keep Louisiana Beautiful. "Every piece of litter removed helps protect Louisiana's waterways and demonstrates the positive impact communities can make when they come together to care for the places they love."

Following the conclusion of Love Our Waterways, Keep Louisiana Beautiful will release an outcomes report summarizing the collective impact of registered cleanup events across the state. The report will include the number of events, volunteers, pounds of litter and debris removed, miles of waterways and shorelines cleaned, and other environmental impact statistics.

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 Keep Louisiana Beautiful

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.