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**FOR IMMEDIATE RELEASE**  
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## **FIRST 300 GROUPS TO REGISTER FOR LOVE THE BOOT WEEK TO RECEIVE SUPPLIES**

*13,000+ volunteers will clean up litter and beautify Louisiana April 20-28, 2024*

**BATON ROUGE, La.** - Keep Louisiana Beautiful (KLB) and Lieutenant Governor Billy Nungesser are calling on Louisiana businesses, nonprofits, schools, community organizations, government agencies, and individuals to help clean up litter and beautify spaces in all 64 parishes during Love the Boot Week happening **April 20-28, 2024**. Registration is now available at [LoveTheBoot.org](https://LoveTheBoot.org). The first 300 organizations registering their litter cleanup or beautification event at LoveTheBoot.org will receive a cleanup kit with supplies including t-shirts, trash bags, and gloves. The first 100 groups of individuals and families (less than 10 people) registering a litter cleanup or beautification event will receive a one-day Louisiana State Parks pass for one car entry (one per group).

Now in its third year, Love the Boot Week is Louisiana's annual Earth Week initiative bringing awareness to Louisiana's litter problem while empowering organizations and individual citizens to clean up litter and beautify spaces in their communities.

"Litter is hurting our Sportsman's Paradise," said Lieutenant Governor Billy Nungesser. "It hurts our environment, our quality of life, and it negatively impacts economic development. Please join me in cleaning up our communities during Love the Boot Week."

Louisianans can Love the Boot in the following ways:

- **Register** a public or private litter cleanup or beautification event in your community. Recycling is also available in select parishes.
- **Volunteer** for a cleanup or beautification event in your area.
- **Share** on social media why it's important to **#LovetheBoot** and not litter.

During Love the Boot Week 2023, a total of 12,777 individuals volunteered 61,493 hours at 547 events in all 64 parishes leading to the removal of 313 tons of litter. In addition to litter removal, volunteers focused on community beautification, planting 370 trees and 3,542 plants, and refurbishing 146 gardens. An even greater impact is expected in 2024.

"Keep Louisiana Beautiful's [2023 litter study](#) revealed that 92% of Louisiana citizens believe that litter is a problem, and at any given time, there are 143.8 million pieces of litter on our roadways," said KLB

Executive Director Susan Russell. “Love the Boot Week brings everyone together to clean up litter, but more importantly, it’s a vehicle for promoting the ultimate goal which is litter prevention.”

This year, with support from Love the Boot Week’s leading sponsor Coca-Cola, Osprey Initiative will provide recycling to Love the Boot Week events in 13 parishes. During litter cleanups, volunteers will collect #1 plastic bottles and aluminum cans. Eligible parishes include Ascension, East Baton Rouge, Jefferson, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John, St. Tammany, and Tangipahoa. In addition, there will be a drop-off site at the West Monroe Recycling Center for Love the Boot Week events in Ouachita Parish.

This is a significant expansion from the 2023 effort, which was successful in collecting 3,506 aluminum cans and #1 plastic bottles at 13 sites.

“Coca-Cola is committed to creating a sustainable future and collection is an important part of our sustainable packaging initiative, World Without Waste,” said Scott Ryan, Vice President of Franchise Operations for The Coca-Cola Company. “We’re proud to support Love the Boot Week and commend Keep Louisiana Beautiful’s effort on litter reduction in the state.”

KLB and the Office of the Lieutenant Governor will host a kickoff and news conference at Capitol Park Museum on **Friday, April 19, at 10 a.m.** Following the reception, a cleanup will take place at Capitol Lakes. Attending the kickoff, news conference, and cleanup are state leaders, Love the Boot event organizers, sponsors, and KLB partners.

Event results will be announced in May and published in an impact report. On **Wednesday, May 29**, an awards celebration will honor groups’ efforts in litter removal, beautification, and recycling.

Love the Boot Week is made possible with support from the Office of the Lieutenant Governor. Sponsors include The Coca-Cola Company, Blue Cross and Blue Shield of Louisiana, Republic Services, Lamar Advertising, The Advocate | Times-Picayune | Nola.com, and The Crawfish App.

**Keep Louisiana Beautiful (KLB)**, a 501(c)(3) non-profit supported by the state of Louisiana and the Office of the Lieutenant Governor, is focused on promoting best practices for litter prevention and reduction, beautification, recycling, waste reduction, and sustainability. The backbone of KLB is the organization’s network of 37 Community Affiliates and 10 University Affiliates – all committed to working toward a cleaner, greener Louisiana. KLB supports communities across the state with its programs, educational opportunities, and community improvement grants. KLB is affiliated with Keep America Beautiful. Learn more at [KeepLouisianaBeautiful.org](https://www.KeepLouisianaBeautiful.org).

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