



For Immediate Release:

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LDEQ to hold Love The Boot Litter Pickup Event

BATON ROUGE – The Louisiana Department of Environmental Quality (LDEQ) is adopting a segment of Perkins Road in Baton Rouge for its Love the Boot cleanup project this year. On Saturday, April 20, 2024 from 9 AM to 11 AM, volunteers from the agency will assemble and, armed with trash bags and litter grabbers, scour the roadside for paper and cans, cigarette butts, wrappers, cardboard boxes and anything that is trash.

"Love the Boot isn't just about a week, it's about the choices we make each day. Let's choose to keep Louisiana beautiful," said LDEQ Secretary Aurelia S. Giacometto.

Love the Boot is an annual weeklong litter event sponsored by Keep Louisiana Beautiful (KLB), an organization supported by the State of Louisiana and the Office of the Lieutenant Governor. KLB is focused on promoting best practices for litter prevention and reduction, beautification, recycling, waste reduction and sustainability. This year's event is April 20-28, 2024.

The primary focus of the observance is litter removal efforts in all 64 parishes. Led by volunteers, groups descend on waterways, sidewalks, roadsides, public parks and spaces, and all accessible areas where litter can be picked up and removed. The LDEQ contingent will be in good company, and the combined efforts of all the groups will add up to a big impact.



"Every little bit counts," said Marissa Jimenez, LDEQ Outreach and Small Business Assistance Manager. "LDEQ wants to make an effort."

It's not just about picking up litter once a year, though. Love the Boot aims also include educating the public on litter prevention and how to combat littering issues. The event also focuses on beautification – planting trees and landscaping to make the environment more attractive. Recycling is also an emphasis during the 7-day observance.

KLB has a 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.

To learn more, visit the Love the Boot website at <https://keeploouisianabeautiful.org/love-the-boot/>.