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## **FOR IMMEDIATE RELEASE**

# **Local Volunteers Take Action to Clean, Restore and Renew Terrebonne Parish at Keep Terrebonne Beautiful's Bayou Cleanup**

*Keep Terrebonne Beautiful's Great America Cleanup® Slated for Saturday, March 30<sup>th</sup> in  
Terrebonne Parish*

**[Houma, LA (March 24, 2019)]** – Keep Terrebonne Beautiful, which seeks a clean, green and more beautiful Terrebonne Parish, announced today the kickoff of the annual Keep America Beautiful® Great American Cleanup®. The Great American Cleanup is the nation's largest community improvement program that kicks off the first day of spring, March 20, and extends through June 20.

Each year, the Great American Cleanup engages millions of volunteers and participants who take action in their local communities to create positive change and lasting impact. Keep Terrebonne Beautiful, along with other organizations in Keep America Beautiful's national network of more than 600 community-based affiliates, plan volunteer events and education programs that help to renew public parks, trails and recreation areas; clean, enhance and protect shorelines, beaches and waterways; remove litter and debris from roadways, storm drains and public spaces; reduce waste and improve recycling; and plant trees, flowers and community gardens.

Keep Terrebonne Beautiful will hold its annual Bayou Cleanup on March 30, 2019. All volunteers will check-in at the location of their choice and cleanup a segment of a bayou between 7am and 11pm. Volunteers and boats are needed in all five bayous. All volunteers will receive a t-shirt and entrance to the after-party celebration at each location or the Houma Downtown Marina. To become involved or to for more information see our Facebook event, <https://www.facebook.com/events/592458294536330/> or email us at [info@keeperterrebonnebeautiful.org](mailto:info@keeperterrebonnebeautiful.org).

Brenda Leroux Babin, President of the Keep Terrebonne Beautiful Board, said "I am excited that so many in our community have come forward to help us expand our Bayou Cleanup to five bayous. I am grateful to Keep Louisiana Beautiful and our state legislature for their continued funding of these efforts."

"Working with Keep Terrebonne Beautiful, we can help advance environmentally and economically healthier communities, while making the important connection between people and their places," said Helen Lowman, president and CEO, Keep America Beautiful. "The Great American Cleanup is a great time to encourage your family, friends and neighbors to work together to transform Terrebonne Parish's public spaces into beautiful places."

This year's Great American Cleanup features the launch of the new Common Ground Campaign. Local, state and national elected officials are being invited to Great American Cleanup events to demonstrate that the cleanliness of our communities is on Common Ground.

"No matter where one falls on the political spectrum, all Americans hope to live in healthy and beautiful communities," said Helen Lowman, president and CEO, Keep America Beautiful. "Creating clean, green and beautiful communities is non-partisan. By volunteering for the Great American Cleanup, you can help Keep America Beautiful transform our public spaces into beautiful places – something we can all believe in."

Here is a snapshot of Great American Cleanup events taking place in Keep Terrebonne Beautiful during this spring:

- Keep America Beautiful encourages individuals to host "#cleanYOURblock" events in their own neighborhoods

In 2018, Keep Terrebonne Beautiful's Great American Cleanup participants:

- Removed 28 thousands of pounds of litter and debris for safer, cleaner communities;
- Cleaned 25 miles of streets, highways, trails, waterways and shorelines;
- Collected more than 13 thousands of pounds of items for recycling or reusing, including PET plastic bottles, electronics, newspaper and more; and
- Planted 35 trees and 5 flowers and bulbs to strengthen a community's green infrastructure.

National sponsors of the 2019 Keep America Beautiful Great American Cleanup include the Altria Group, The Dow Chemical Company, The Glad Products Company, Niagara Bottling, Inc., Northrop Grumman Corporation and Sazerac Company.

### **About Keep Terrebonne Beautiful**

KTB is a non-profit organization established in 2000 whose mission is to empower the citizens of Terrebonne Parish to take personal responsibility to prevent litter and beautify the parish. Together we can assist citizens in becoming stewards of their communities.

### **About Keep America Beautiful**

Keep America Beautiful, the nation's leading community improvement nonprofit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, Keep America Beautiful strives to End Littering, Improve Recycling and Beautify America's Communities. We believe everyone has a right to live in a clean, green and beautiful community, and shares a responsibility to contribute to that vision. The organization is driven by the work and passion of more than 600 Keep America Beautiful affiliates, millions of volunteers, and the collaborative support of corporate partners, social and civic service organizations, academia, municipalities, elected officials, and individuals. Join us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). Donate and take action at [kab.org](#).

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