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#### **FOR IMMEDIATE RELEASE**

### **Local Volunteers Take Action to Clean, Restore, and Renew Downtown Houma at the White Boot Clean Up**

*Following Local Health Guidelines, Annual Great American Cleanup Slated to Resume Saturday,  
October 3rd in Downtown Houma, LA*

**[Houma, LA (September 22, 2020)]** – Keep Terrebonne Beautiful, which seeks a clean, green, and more beautiful Terrebonne Parish, today announced its local Great American Cleanup® will resume with The White Boot Clean Up on Saturday, October 3, 2020, at the Bayou Terrebonne Distillers.

Keep Terrebonne Beautiful is seeking volunteers to remove litter and debris from roadsides, highways, and waterways for safer, cleaner communities. Are you ready to create a cleaner, greener, and more beautiful community for your friends and neighbors? Join the action on Saturday, October 3rd, and help clean up Downtown Houma! Go to [www.keeperterrebonnebeautiful.org/Volunteer/](http://www.keeperterrebonnebeautiful.org/Volunteer/) to sign up.

All volunteers will check-in at Bayou Terrebonne Distillers (8043 W Main St, Houma, LA 70360) from 7 am - 9 am and clean up a designated zone of Downtown Houma. All volunteers will receive a t-shirt and entrance to the after-party celebration from 11 am - 2 pm which will include a taste of Downtown Houma Restaurants. Prizes will be awarded for the most trash collected and the weirdest trash collected. Don't forget to decorate your white shrimp boots for a chance to win a prize for them too.

The Keep America Beautiful® Great American Cleanup, the nation's largest community improvement program which normally runs during the spring months (March 19-June 20), will now be conducted through Oct. 18. This year, the program was suspended because of the coronavirus (COVID-19) pandemic as government and public health officials called on the public to avoid large gatherings and events to prevent the spread of the virus.

Keep America Beautiful advises that all cleanups adhere to guidelines from federal, state, and local public health officials so timely and accurate information can lead to safe and appropriate activities in each location. Since the intensity of an outbreak may differ according to geographic location, local health officials should be relied upon to issue guidance specific to their community.

“At Keep America Beautiful, we have always believed that everyone has a right to live in a clean, green, and beautiful community – and this remains true in the face of the coronavirus pandemic,” said Keep America Beautiful President and CEO Helen Lowman. “The Great American Cleanup is a great time to encourage your family, friends, and neighbors to work together to transform Downtown Houma’s public spaces into beautiful places. This year, however, we must do so responsibly and with the utmost care for the health and safety of our volunteers.”

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 the Keep America Beautiful national network of more than 650 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..

In 2019, Keep Terrebonne Beautiful’s Great American Cleanup participants:

- Removed 20,559 pounds of litter and debris for safer, cleaner communities;
- Cleaned 13 miles of streets, highways, trails, waterways, and shorelines;
- Cleaned and renewed 6 acres of parks, public lands, and wetlands;
- Collected more than 40,000 pounds of items for recycling or reusing, including PET plastic bottles, electronics, newspaper and more; and
- Planted 46 trees and 46 flowers and bulbs to strengthen a community’s green infrastructure.

National Sponsors for the 2020 Great American Cleanup include: Altria, Better Natured™, Diageo, Dow, The Glad Products Company, Igloo®, Niagara Bottling, Northrop Grumman Corporation, and Santa Fe Natural Tobacco Company.

### **About Keep Terrebonne Beautiful**

Our mission is to empower the citizens of Terrebonne Parish to take personal responsibility to prevent litter and beautify the parish.

### **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 650 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](http://kab.org).

# White Boot

CLEAN UP

DOWNTOWN HOUMA  
OCT 3RD, 2020



COMMUNITY - COCKTAILS - FOOD - PRIZES

**HOSTED BY:**

BAYOU TERREBONNE DISTILLERS  
KEEP TERREBONNE BEAUTIFUL

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