



FOR IMMEDIATE RELEASE

November 28, 2022

CONTACT: Marie Constantin, (225) 405-5204

GROUPS PARTNER FOR THE FIRST TIME TO SHARE A HOLIDAY WISH FOR REDUCING LITTER

Baton Rouge, LA -- The Louisiana Stormwater Coalition has partnered with Keep Tiger Town Beautiful, Clean Pelican, BREC and Keep Louisiana Beautiful to ask citizens to give reusable water bottles as holiday gifts to reduce the amount of litter in Baton Rouge.

“We are asking residents and businesses to give re-usable water containers for holiday gifts as a way of reducing all the plastic water bottles that end up as litter on our streets and in the watersheds,” said Marie Constantin, Co-founder of the Louisiana Stormwater Coalition. “Baton Rouge has good water, let’s drink it!”

Because our state is number one in rainfall, when these bottles become litter on the streets the rains push them in our Sportsman’s Paradise. “Make our job easier by giving these bottles to your friends and family,” said Jennifer Richardson, Founder of Keep Tiger Town Beautiful.

“We are also asking businesses that can afford it to install water refilling stations for employees to refill their containers,” said Johanna Landreneau, Interim Executive Director of Clean Pelican. These efforts have been most successful when businesses provide easy access water filling stations; businesses are encouraged to investigate grant programs to fund these water refill stations.

Corey Wilson, Superintendent of BREC pointed out that BREC is already in the process of systematically adding water filling stations at their parks. “We are excited to join in making this ask to reduce litter in Baton Rouge.”

“Single-use plastic bottles were the number one littered item picked up during Keep Louisiana Beautiful’s Love the Boot Week in April,” says Susan Russell, Executive Director of Keep Louisiana Beautiful. “Knowing that 80 percent of litter in waterways starts on land should motivate us all to reduce the use of single-use disposables in our daily lives. Try packing a refillable water bottle in your child’s lunch, take one to work, or bring one to the gym. Simple changes like this make Louisiana a cleaner, more beautiful place to live.”

###