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FOR IMMEDIATE RELEASE

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Downtown Maintenance Committee Launches 'We Live It' Clean Awareness Campaign

The Downtown Maintenance Committee is launching its second annual 'We Live It' Campaign today, November 28th through Sunday, December 4th. Volunteers, known as 'Secret Sanitizers,' will be awarding citizens in the downtown area that appropriately throw garbage away in trash receptacles.

The annual 'We Live It' campaign is a clean community awareness campaign coordinated by the Downtown Maintenance Committee, in partnership with the Downtown Development District and the Downtown Business Association. The committee began as part of a community engagement campaign and is comprised of downtown business leaders and residents as well as, City-Parish and employees from the Department of Development, Traffic Engineering, Parish Attorney's Office, and Planning Commission.

The 'We Live It' campaign was developed by the Downtown Maintenance Committee to promote citizen cleanliness and highlight anti-litter laws by rewarding citizens showcasing how 'We Live It' in Downtown Baton Rouge. Citizens noticed by one of the volunteer 'Secret Sanitizers' throwing their garbage away in a downtown trash receptacle during the campaign week will be rewarded with free lemonade cards donated by the Downtown Raising Cane's Chicken Fingers Restaurant. This year's campaign also features grand prizes donated by three downtown businesses including; dinner for 2 at Stroube's Seafood and Steaks, dinner for 2 at Capital City Grill, and a one night's stay at Hampton Inn & Suites. Grand prize winner preference will be given to citizens recognized by volunteers to surpass ordinary anti-litter expectations by picking up other's garbage from the ground and disposing of it properly.

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To learn more about the Downtown Maintenance Committee or become a member, contact Whitney Cooper at wcooper@brgov.com