



"Our new Anti-Litter Campaign will raise awareness in our community. The result of raised awareness will be a cleaner city. A "Super Clean" Thibodaux is our goal!

~Mayor Charles Caillouet

In mid 2009, I held a series of Town Hall Meetings where residents and business owners attended to voice their concerns and opinions. One such concern regarded litter. Fighting litter is a daily battle in every city and although most would agree that Thibodaux is a very clean city, there is always room for improvement. Since awareness is key, I decided to launch Thibodaux's very first Anti-Litter Campaign.

In late 2009, we formed a committee comprised of individuals from the community including business owners, university employees, Thibodaux residents, Kelly Shipp, City Parks Director, and Luci Sposito, City's Marketing and Public Relations Administrator. The committee met and tailor-made a program for our city. In our 2010 budget, ten thousand dollars was allocated for the new campaign. We have also submitted press releases encouraging sponsorship and community involvement. The response has been encouraging. As anticipated, many individuals and business owners have a vested interest in keeping our city litter-free!

Thibodaux's First Anti-Litter Campaign Was Launched!

Thus far, we have created a slogan and our in-house artist (a.k.a. IT Director, Guy Fanguy) has created an Anti-Litter "Super Hero" (See picture above). Below are ideas that my committee and I would like to implement in the upcoming months:

1. Anti-Litter Campaign Banners on Canal Boulevard (Similar to the NSU, holiday, and Farmers Market banners that are interchanged throughout the year).
2. Business sponsored monthly clean-up days which will include lunch for participants.
3. More signage throughout the city indicating the \$500 fine for littering in Thibodaux.
4. Signage throughout the city including campaign slogan and "Super Hero."
5. Specially made trash cans strategically placed throughout the city bearing the slogan and "Super Hero."
6. Coloring contest of "Super Hero" in elementary schools.

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Keep Thibodaux
Super Clean





7. Name the "Super Hero" contest in elementary schools.
8. Encouragement of high school students to earn service hours by working on city's anti-litter campaign.
9. Encouragement of fraternities and sororities to get involved in city's anti-litter campaign.
10. Partnerships with local businesses aimed at raising awareness of new campaign and message.
11. Specially designed t-shirts featuring anti-litter slogan and "Super Hero" with organization and business sponsors printed on back of shirt.
12. Specially designed vehicle "trash bags" (about 12x14 in size) featuring anti-litter slogan and "Super Hero."
13. Anti-litter campaign stickers.
14. Partnerships with businesses that have marquees in the city. The goal would be to have all participants display anti-litter slogan, "Keep Thibodaux Super Clean" on the same day each month.
15. Mascot costume designed and built replicating Thibodaux's "Super Hero."
16. We applied for a \$15,000 grant with the Lorio Foundation and hopefully we will hear good news from them soon!

We launched our "Keep Thibodaux Super Clean" Campaign on Saturday, March 13, 2010 and over 100 people participated!

More clean-up days will be scheduled soon!



In late 2009, we asked residents to help name our Anti-Litter Campaign. The following were some of your great and creative suggestions:

1. Don't Trash Thibodaux
2. Thibodaux Clean and Green
3. Bust it for Boudreaux!
4. La Fourche, La Fit, La Clean
5. Pop it, Don't Drop It!
6. Keep Thibodaux Super Clean
7. Clean it Up a Litter Bit
8. Boudreaux Cleans Up Thibodaux
9. Bye-Bye Litter Bayou
10. Yes You Can.
Yes You Can.
Yes You Can "Can" Trash!
11. Keep Thibodaux Clean
12. "Can" Your Trash
13. Keep Thibodaux Tidy

Thanks to everyone for participating!

If you are interested in becoming a sponsor of the city's Anti-Litter Campaign, contact Luci Sposito, 985-448-5852 or lsposito@ci.thibodaux.la.us