



2025 Recipients

Rocksey's Young Leadership Award (Grades K-12)

Armaan Basra (Calcasieu Parish)



Twelve-year-old Armaan Basra of Lake Charles is proving that age is no barrier to leadership. Armaan conducted a self-directed study of litter at the I-10 Beach, collecting and categorizing every piece of debris along a half-mile stretch. His findings showed that plastics made up over 70% of the litter. He then conducted a survey with community members and utilized advanced statistical forecasting methods to make the case for a ban on single-use plastics to reduce pollution. He shared his project with the Lake Charles City Council, earning a Certificate of Recognition for civic leadership. Armaan has since won state and regional science awards, advanced to national competitions, and has even begun developing a low-cost microplastic detection device to help schools and communities monitor pollution. With his passion, grit, and vision, Armaan exemplifies the spirit of the Youth Leadership Award.

Named for Keep Louisiana Beautiful's beloved mascot, Rocksey the Raccoon, this award is presented to a student or student group in grades K-12 exemplifying environmental stewardship. They are passionate about keeping their community clean and beautiful and they recognize it is every citizen's responsibility to protect the environment. Their leadership in and outside of the classroom encourages their peers to reduce waste, recycle, and pick up litter when they see it. Associated with this award is a cash prize.

Litter Enforcement Award

Senior Agent Mason Castello (St. John Parish)



Senior Agent Mason Castello of the Louisiana Department of Wildlife and Fisheries has quickly distinguished himself as a leader in litter enforcement since joining the agency in 2022. Based in St. John Parish, he has led the state in gross litter violations, investigating more than 50 cases of illegal dumping and over 60 simple littering cases in just the past two years. His work has targeted high-priority areas such as New Orleans East and addressed waste ranging from waste tires and household trash to construction debris. In addition to serving on the litter camera team and collaborating with DEQ and U.S. Fish and Wildlife Service, Castello plays key roles with LDWF's Special Operations Group and Marine Special Response Team. His diligence, teamwork, and commitment to cleaner communities make him an outstanding recipient of this year's Litter Enforcement Award.

The Litter Enforcement Award recognizes law enforcement officers who actively work to stop littering in their community. They go above and beyond to educate the public about the negative impacts of litter, and they work to bring justice to those who break the law by littering or dumping illegally. Eligible for this award are police officers, LDWF agents, justices of the peace, constables, judges, and code enforcement officers.

Special Leadership Award

Representative John Illg, Jr. (Jefferson Parish)



Representative John Illg has shown a longstanding commitment to ending litter in Louisiana through his leadership and advocacy. A dedicated supporter of Keep Louisiana Beautiful and member of the KLB Foundation Board, he has worked closely with us over the past two years during legislative sessions to identify ways to increase revenue for litter abatement, including efforts to raise the driver's license renewal fee. He has championed legislation to ban balloon releases and led the charge in passing a bill expanding the jurisdiction of state park rangers, empowering them to enforce litter laws statewide – a change that could transform how Louisiana addresses simple and gross littering.

Community Improvement Award

Mayor Tom Arceneaux & Block by Block, City of Shreveport (Caddo Parish)



Under the leadership of Mayor Tom Arceneaux, the City of Shreveport launched Block by Block, an innovative neighborhood revitalization strategy that engages residents and targets blight, litter, and dumping at the local level. Each of the 11 participating neighborhoods receives a tailored improvement plan, with priorities set by the community and progress tracked for long-term, lasting impact. In just the first three events, Block by Block cleared more than 3 million pounds of litter and debris and over 800 tires. Beyond the numbers, the program is restoring pride, strengthening communities, and creating safer, cleaner streets. By combining city resources with resident engagement, Block by Block is transforming Shreveport one neighborhood at a time.

The Community Improvement Award recognizes a project, program, campaign, or initiative in alignment with the mission and work of Keep Louisiana Beautiful. The effort should demonstrate innovation, collaboration, and measurable community improvement. Eligible are for-profit and non-profit organizations, Keep Louisiana Beautiful Affiliates, schools, and civic groups. Associated with this award is a cash prize.

Clean Biz Leadership Award

Infiniti of Baton Rouge (East Baton Rouge Parish)



As a Clean Biz Partner, Infiniti of Baton Rouge is committed to doing their part to reduce litter and waste at their dealership, but their efforts go far beyond picking up litter in the parking lot. When KLB began developing the statewide Put the Brakes on Litter campaign, an initiative aimed at reducing roadside litter by targeting motorists, Infiniti of Baton Rouge stepped up to help get it off the ground and encourage other dealerships to participate. Motivated by a desire to give back to their community, the team at Infiniti contributed their ideas, helped KLB connect with other dealerships, and served as a model location for the campaign rollout. By combining their own operational commitment to sustainability with a proactive effort to engage and educate motorists, Infiniti of Baton Rouge has amplified KLB's mission and demonstrated what it truly means to be a Clean Biz Partner.

The Clean Biz Leadership Award is granted to an organization that has demonstrated dedication to Keep Louisiana Beautiful's mission and has adopted operational practices to support a cleaner, greener community. The organization may have implemented policies and procedures for recycling, waste reduction, and litter prevention. The organization may also support community improvement through sponsorship, volunteerism, programming, and other relevant initiatives. Eligible are for-profit and non-profit organizations.

Outstanding State Agency Award

Louisiana Department of Wildlife and Fisheries



The Louisiana Department of Wildlife and Fisheries (LDWF) has been a longstanding partner of Keep Louisiana Beautiful, working hand in hand to address litter and illegal dumping across the state. The LDWF Enforcement Division has collaborated with KLB on targeted enforcement efforts, including managing and revitalizing the litter hotline, leading to nearly 800 hotline reports in the last year. The LDWF Enforcement Division was responsible for writing 548 littering citations in 2024. In a training event this past May, 39 agents from 23 agencies were trained on surveillance camera use, resulting in nearly \$100,000 worth of equipment being awarded to enforcement departments to fight illegal dumping. To date, the LDWF Enforcement Division currently has over 70 surveillance cameras they use in strategic parts around the state where dumping is known to take place. The department has also committed to supporting the new Love Our Waterways project, pledging to hold cleanups in each of their districts and helping recruit participants through their fishing license network. By combining enforcement, leadership, education, and community

partnership, LDWF continues to be an indispensable ally in the fight for a cleaner, greener Louisiana.

Outstanding Community Affiliate Award

Keep Calcasieu Beautiful (Calcasieu Parish)



Keep Calcasieu Beautiful, housed within the Calcasieu Parish Police Jury, is being honored as the Outstanding Community Affiliate for their innovative and impactful Pick It Up Calcasieu initiative. Under the leadership of Litter Manager Wyvette Pryor-Cousin, the program has transformed the way the parish addresses litter through enforcement, education, and community engagement. From combating illegal dumping, to organizing 13 cleanups that removed more than 17,500 pounds of litter, to tripling volunteer participation in just two years, their results speak for themselves. With creative outreach tools like the "TrashFormer," a litter-collecting robot designed by McNeese students, and accessible services such as Residential Solid Waste Centers that serve 5,000 residents monthly, Keep Calcasieu Beautiful is changing

culture, building pride, and setting a model for the rest of Louisiana.

The Outstanding Community Affiliate Award is presented to a Keep Louisiana Beautiful Community Affiliate that has made significant strides in the past year in making their community a cleaner, greener place to live. The recipient organization demonstrates strength in leadership by engaging key stakeholders and volunteers in collaborative initiatives with a measurable impact. The community served by the Affiliate is a better place to live thanks to the ongoing efforts of the organization. Associated with this award is a cash prize.

Outstanding University Affiliate Award

Keep Xavier Beautiful (Orleans Parish)



Led by Sustainability Director Helena Robinson, Keep Xavier University of Louisiana Beautiful and XULU Green have set a new standard for what a University Affiliate can accomplish. In 2025, Xavier students removed 675 pounds of litter, planted 27 trees, launched a campus-wide recycling program, and participated in national initiatives like Campus Race to Zero Waste, collecting 17.5 tons of recyclables and ranking 39 out of 94 schools. Through hands-on internships, student groups, and signature events like XU Yard Thrift, they've made sustainability both accessible and fun, engaging students across campus and inspiring the next generation of environmental stewards.



The Outstanding University Affiliate Award is presented to a Keep Louisiana Beautiful University Affiliate that has demonstrated strong leadership and a growing presence in their campus community. Not only have the efforts of the Affiliate resulted in visible and measurable changes, but they've also led to a cultural shift, with more students, faculty, and staff committed to reducing waste, preventing litter, and improving the appearance of their campus. Associated with this award is a cash prize.

Collegiate Environmental Steward Award

Emma Bourgeois, University of New Orleans (Orleans Parish)



As an undergraduate at the University of New Orleans, Emma Bourgeois played a pivotal role in activating the Keep UNO Beautiful affiliate and inspiring student participation in campus sustainability efforts. An earth and environmental sciences major, she organized monthly litter cleanups, placed recycling bins across campus, and created innovative upcycling opportunities for Mardi Gras beads, Halloween costumes, and clothing. When UNO's recycling contract was canceled, Emma stepped in to collect and transport recyclables off-campus herself. She also led waste audits, student sustainability surveys, and community outreach, ensuring that her peers were engaged in solutions. Through her leadership, creativity, and persistence, Emma helped lay the foundation for a lasting culture of environmental stewardship at UNO and in her broader community.

The Collegiate Environmental Steward Award is presented to a college student or student group going above and beyond to make their campus community clean, sustainable, and beautiful. Their campus involvement and leadership have led to measurable change and inspired others to volunteer. The recipient embodies vision, leadership, determination, and collaboration. Associated with this award is a cash prize.

Leaders Against Litter Award

Randy Delatte, Livingston Parish President (Livingston Parish)



Livingston Parish President Randy Delatte has made litter reduction a cornerstone of his administration, recognizing that "a cleaner parish is a stronger parish." One of his first actions in office was to hire a Litter Abatement Director to lead parish-wide cleanup and prevention efforts. Creating a position designated entirely to litter abatement showed that a clean community was top priority to President Delatte. Since then, his administration has launched their Free Dump Day, which drew over 900 vehicles in its inaugural event, and established quarterly Free Tire Recycling events that have removed more than 1,200 waste tires from the environment. By investing in community engagement, collaborating with local and state partners, and prioritizing sustainability alongside infrastructure and drainage, President Delatte is leading Livingston Parish toward a cleaner, healthier future.

The Leaders Against Litter Award recognizes individuals in public service who go above and beyond the call of duty to support Keep Louisiana Beautiful's mission to clean up and beautify our Sportsman's Paradise. The recipient of this award inspires and empowers others to follow their lead and work towards achieving a cleaner, greener Louisiana. To be eligible, an individual must work in public service: police officer, firefighter, educator, librarian, government employee, elected official, etc.

Let Louisiana Shine Volunteer Award

Linda Wicker (Tangipahoa Parish)



As a dedicated board member of Keep Tangipahoa Beautiful, Linda Wicker has become a tireless force for cleaner communities. Known as the "working" committee member, she is first to sign up for any job, and her passion and positivity turn each task into a social occasion and awareness event. Linda regularly organizes and leads cleanup events across rural Tangipahoa Parish and in her hometown of Independence. From removing roadside litter and illegal signage to maintaining new landscaping at the town's entryway, Linda's energy and enthusiasm are contagious. She has never missed a KTB committee meeting in more than three years of service and treats her volunteer work as a true passion project. Through her daily commitment and ability to inspire others, Linda embodies the spirit of the Let Louisiana Shine Volunteer Award.

The Let Louisiana Shine Award, named in celebration of Keep Louisiana Beautiful's statewide litter prevention campaign, is presented to a passionate volunteer who has dedicated their time and energy to community enhancement efforts. They may contribute by collaborating with community organizations and stakeholders to clean up litter, beautify spaces, and contribute to an improved quality of life for their fellow residents. Associated with this award is a cash prize.

Alice Foster Award

Staci Albritton Mitchell (Ouachita Parish)



Staci Albritton Mitchell, Mayor of West Monroe, is a lifelong Louisianan and dedicated public servant. Mayor Mitchell has transformed her community through her unwavering commitment to environmental stewardship, beautification, and civic pride.

Since taking office, Mayor Mitchell has championed initiatives that directly reflect the mission of Keep Louisiana Beautiful, providing leadership and direction for the local KLB Affiliate, Keep West Monroe Beautiful. Recognizing her community's need for recycling, she prioritized the creation of the West Monroe Recycling Center. Mayor Mitchell and her team were able to open the new recycling center within the first two months of her taking office, making it the only drop-off facility of its kind in northeast Louisiana. Since opening in 2018, the center has collected nearly 2 million pounds of recyclable materials, diverting waste from landfills and waterways. With support from The Recycling Partnership and a "SWIFR" grant from the Environmental Protection

Agency, she expanded the facility's capacity and has incorporated education and outreach, ensuring recycling services reach residents from across the region.

Under her leadership, West Monroe has also launched the Adopt-a-Road program, empowering local businesses, organizations, and residents to take an active role in reducing litter and keeping their streets clean. She has prioritized beautification as an integral piece of economic development, creating a dedicated beautification team that is responsible for the physical appearance of municipal grounds, landscaped areas and local right of ways. She launched a campaign with the West Monroe West Ouachita Chamber of Commerce known as "Take West Monroe to the Next Level." This campaign's purpose was to instill community pride, encourage personal responsibility and empower the public to join local leaders when it comes to the community's appearance. Her advocacy consistently emphasizes that a clean, well-cared for environment is essential to quality of life and economic vitality.

This is the most prestigious Everyday Hero award named in honor of our state's former First Lady, Alice Foster, who played a significant role in establishing the Keep Louisiana Beautiful organization for a cleaner, greener Louisiana. The Alice Foster Award is presented to an individual who embodies the mission of Keep Louisiana Beautiful through their advocacy and leadership, and whose life's work has left a legacy in their community. They are well respected by their peers, and they have influenced others to support their mission-driven work.