



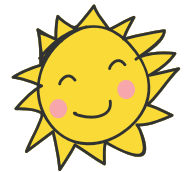
## Louie The Lion Biography

### *Louie, The King of Cleanup* *PalmettoPride Anti-Litter Mascot*

Louie was born on February 6, 2002 into the PalmettoPride family. Named after the original King of Cleanup, Coach Lou Holtz, Louie will carry on the same tireless effort. This 5' 8" ferocious fellow really understands the meaning of pride and joins South Carolina's litter fighting family to spread the anti-litter message statewide. His goal is to ultimately make South Carolina a more beautiful place to live, work and play.

#### Louie's Favorite Things:

1. Food – Cheeseburger
2. Mascot – Cocky
3. Cheer – "Litter Trashes Everyone" song
4. Color – Green
5. Movie – *Born Free*
6. Cartoon – Captain Planet
7. Drink – V8



#### Louie's Characteristics:

1. Courageous
2. Kind
3. Honorable
4. Playful, but not goofy
5. Proud
6. Leader
7. Determined to clean up South Carolina

