



NEWS RELEASE: June 21, 2020

The Front Porch Project BR Co-Founders Announce Project's Successful Completion and Business Impact in South Louisiana

4,000 families participate, \$1.28 million paid forward to businesses

"This project keeps the focus on home and supporting our hometown, its local businesses and homegrown workers. This project represents the best of America. Honored to be a part of it." —Jeff Angers, Front Porch participant

BATON ROUGE, LA—The Front Porch Project BR Co-Founders Aimee Supp and Jenn Ocken announce the completion of the popular community program that brought together South Louisiana residents, volunteer photographers and businesses for the greater good during the COVID-19 pandemic.

"Thanks to the overwhelming support from Baton Rouge, New Orleans and Northshore residents who participated, The Front Porch Project BR delivered tangible results well beyond what we could have ever imagined," said Supp. "Based on surveys completed by families who had their front porch portraits taken, we estimate that more than \$1.28 million was paid forward to Louisiana restaurants and other businesses over the past three months."

As soon as the Front Porch project was officially launched in Baton Rouge, March 21, 2020, word spread fast through Facebook and other social media.

More than 4,000 Louisiana families signed up to have their free portraits taken while the shelter-at-home ordinance was in place due to the pandemic. In exchange for their portrait sessions, families purchased a gift card at a small business or organization in their neighborhoods.

"The Front Porch Project BR was a simple pay-it-forward concept that people could get behind and help lift up our businesses that had been forced to close their doors," Supp said. *(See participant testimonials, Page 2.)*

Area photographers jumped on board, going from house to house, using their zoom lenses to safely capture families from a distance as they posed on their front porches.

"27 confirmed photographers worked tirelessly to fulfill all the requests in Baton Rouge, New Orleans and the Northshore. They've spent the past three months documenting Louisiana families who were quarantined while the shelter-at-home ordinance was in place," said Ocken. "We are grateful to each of them for donating their talent and time to capture these once-in-a-lifetime stories."

Testimonials: #TheFrontPorchProjectBR Families:

"This really helped my family to see the impact small acts of kindness can have on other people and the community. It was a great lesson for my children on how to 'pay it forward' and to appreciate all that we have."
—Ashley B.

"It gave so much hope to so many of us! I LOVED seeing my brother and sister business owners standing in front of their hard work with a smile on their faces in a time when smiles were sometimes hard to make happen."
—Gabby L.

"We sat on the front lawn for 2 hours after our photos talking and laughing. And it started an afternoon tradition of front lawn visits. Two of my kids are in college so they don't live at home full time. We reconnected as a family. We helped others as best we could and were blessed to remain healthy."
—Aimee T.

"It reminded me to make a local small business choice first. We even created a couple days a week that we called support a local eat out night. The photo session was a welcomed break in the repetitive days of nothing."
—Penni G.

"It was a fabulous 5 minutes of fun. Seeing pics of friends pop up on FB was great also. Seeing what businesses others were supporting gave us the incentive to try some new places!"
—Kema Buecge

"This project keeps the focus on home and supporting our hometown, its local businesses and homegrown workers. This project represents the best of America. Honored to be a part of it."
—Jeff Angers

"We were thrilled to have this opportunity to participate in this amazing project. It strengthened our family's belief in community involvement and support. I was amazed at how this project lifted the spirits of so many people."
—Katie Justice

"Our front porch is a sanctuary for us, full of so many special memories, so the opportunity to document us happy and together in a space that serves as a place of rest, a dining room, a bar, a playground, and a community center will always serve as a reminder of what binds us together in times of joy and times of trouble."
—Todd J.

"Made us actively try to support local businesses by ordering food in and buying local items. Also made for a fun day of getting ready to see our photographer! Made things seem somewhat normal again."
—Jill Tullier

Front Porch Project BR Pay-It-Forward Investment in South Louisiana Businesses

Louisiana Combined Total for Baton Rouge, New Orleans and Northshore

- 4,044 porches tracked
- Estimated pay-it-forward investment in businesses: \$1,277,309

Each of the 3 areas broken out:

Greater Baton Rouge:

- 2,714 total porches tracked
- Estimated pay-it-forward amount to businesses: \$1,020,464

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New Orleans:

- 1,180 total porches tracked
- Estimated pay-it-forward amount to businesses: \$182,900
- Plus an additional \$25,000 from profits were given to Total \$207,900

North Shore Area: Covington, Madisonville and Mandeville

- 150 porches tracked
- Estimated pay-it-forward investment in businesses: \$48,945

The Front Porch Project BR Photographers

Greater Baton Rouge

Sonya Goss	Tony Parker	Cindy Abney
Jay Lamm	Natalie Wilson	Addie Laughery
Melissa M Thornton	Ameé Bordelon	Nyla Deliphose
Rodrigo Rubiano	Beth Curry LeBlanc	Erin Oswald
Kymber N Janes	Mandy Thibodeaux Samson	Tobi Gomez
Rachel Mayo	Davis C. Hotard	Jenn Ocken
Amy Konieczka	Whitney Williston	Felicia Gathe

New Orleans Photographers

Jillian Marie Carruth
Brittany Develle
Greer Gattuso
Victoria Zangara

Madisonville, Mandeville, Covington and Hammond Photographers

Rebecca Atkins
Erika Kelly

The Front Porch Project BR project was a 100% volunteer initiative that received support from these businesses: Moxey, Partners One, Jenn Ocken Photography, STUN Design and Interactive, BR Parents Magazine, Balhoff Graphics, Carole Dupre Brand Consulting, OptimoRoute and Modiphy.

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