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# CARE FOR COLORADO COALITION

Monthly news and resources for leaders in destination stewardship



## Keep Wildlife Wild

As springtime starts calling more of us into the outdoors, it's important to be aware that human activity can put extra stress on wildlife surviving on depleted food supplies. This month, we hope all of you will join us in educating residents and visitors alike to care for the extraordinarily diverse populations of wild animals that call Colorado home.

See below for a collection of shareable messages, including our one-minute "Keep Wildlife Wild" video. You'll also find the "Trash the Trash" video – created with

support from Stewardship Partner Great Outdoors Colorado (GOCO) – highlighting ways to protect wildlife from the effects of trash.

Many thanks also to Stewardship Partner Colorado Parks and Wildlife (CPW), which provided so many valuable, sharable articles for this month's messaging. CPW has been managing Colorado's 960+ wildlife species and their habitats for 124 years. Thank you, CPW, for all you do to keep Colorado's wildlife wild every day of the year.

Happy spring and thanks for sharing!

**Cathy Ritter**

Director  
Colorado Tourism Office

**Dana Watts**

Executive Director  
Leave No Trace Center for Outdoor Ethics



*Photo credit: Wayne D. Lewis/CPW*

## Sharable Resources for April

Please feel free to share these assets on your own channels – just be sure to credit the partner organization and link back to their site.

### Blogs & Articles

- [CTO Video: "Keep Wildlife Wild" and Tips to Respect Wildlife](#)
- [CTO/GOCO Video: "Trash the Trash"](#)



- [Leave No Trace: 7 Principles – Respect Wildlife](#)
- [Leave No Trace: Respect Wildlife Kids' Exercise](#)
- [CPW: Spring Wildlife Advice](#)
- [CPW: Ethical Wildlife Viewing Tips](#)

[View additional messaging resources >>](#)

### #CareforColorado Social Posts

Use one of these ready-made social posts or share these captions with your own photos or videos. Be sure to tag @leavenotracecenter and @visitcolorado in your posts.

- Always watch or photograph animals from a safe distance to avoid startling them or forcing them to flee or charge. #CareforColorado
- Don't disturb wildlife (like shouting to get their attention) to get a better photo. #CareforColorado

[Find more ideas for social posts >>](#)

### Tips for Sharing

Remember the more often visitors see these messages, the more likely they are to put these practices into action. Consider sharing this month's messaging in the following ways:

[Find tips >>](#)



## Newest Stewardship Partner: Colorado State Land Board

The Care for Colorado Coalition now includes 28 Stewardship Partners with the addition of the [Colorado State Land Board](#). This Board is made up of five citizen

volunteers, chosen by the Governor and confirmed by the Colorado State Legislature, overseeing an operation that owns, stewards and leases four million acres of trust land to earn money for Colorado public schools. (See full list of Coalition members [here](#).)

Welcome to our new Stewardship Members:

- [Lively Tours and Talks](#), owned and operated by [Dave Lively](#), specializes in providing the most engaging guided tours into Rocky Mountain National Park.
- [Crested Butte/Mt. Crested Butte Chamber of Commerce](#) is the voice of businesses in the community, advocating for the needs of businesses, large and small.



## A Stewardship Success Story

### How Parking Issues Are Being Addressed in The Buffalo Pass Recreation Area

The [Steamboat Springs Chamber Resort Association](#) used a [Colorado Rural Academy for Tourism \(CRAFT\) Recovery Mentor](#) program by the [Colorado Tourism Office](#) in fall 2020 to design and implement destination-management solutions for the busy Buffalo Pass recreation area during the 2020/21 winter travel season.

[Learn more about this initiative >>](#)



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**Care for Colorado Resources**

Care for Colorado Principles Toolkit  
Do Colorado Right Toolkit  
Care for Coloradans Toolkit

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Leave No Trace Seven Principles © 1999 by the Leave No Trace Center for Outdoor Ethics:

[www.LNT.org](http://www.LNT.org)

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