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MONTHLY MESSAGING & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

Trash the Trash



Did you know that in U.S. national parks alone more than 100 million pounds of waste are generated annually? The Care for Colorado Coalition continues to confirm that trash is one of the top issues impacting Colorado's outdoor resources, so this month's messaging is focused on this important topic.

Please encourage your audiences to learn and share the Care for Colorado Leave No Trace Trash the Trash Principle, which simply means to "pack it in and pack it out with you." The impacts of trash can affect other people, water and wildlife, and many visitors or residents may not realize that waste takes a long time to decompose. Leave No Trace has provided a Trash Timeline below to educate you and others on the reality of trash decomposition.

Please share these resources with your audiences, along with the GOCO-sponsored [Trash the Trash video](#) featured on the Care for Colorado Leave No Trace content hub. Let's protect the Colorado we all know and love and leave it better than we found it by practicing this principle. We also encourage everyone to get engaged in local Earth Day activities such as a trash cleanup. Happy National Arbor and Earth days!

Yours in stewardship,

Tim Wolfe
Director
Colorado Tourism Office

Dana Watts
Executive Director
Leave No Trace

Help Us Share the Care for Colorado Monthly Messaging

Resources from Colorado Tourism Office & Leave No Trace:

- Colorado Tourism Office: [7 Care for Colorado Leave No Trace Principles](#)
- Colorado Tourism Office: [Trash the Trash Social Still](#)
- Colorado Tourism Office: [Trash the Trash Video](#)
- Colorado Tourism Office: [Eco-Friendly Experiences & Sustainable Products Made in Colorado](#)
- Leave No Trace: [Leave No Trace: Dispose of Waste Properly](#)
- Leave No Trace: [Pet Waste Study](#)
- Leave No Trace: [Trash Timeline](#)
- Leave No Trace: [Waste In National Parks Study](#)
- Leave No Trace: [Wildlife Poop Versus Dog Poop Explained](#)

Resources from Care for Colorado Coalition Partners:

- BLM: [Five Ideas to Celebrate Earth Day at Home](#)
- CDOT: [Sponsor a Highway](#)
- CMC: [Recreation Impact Monitoring System](#)
- CPW: [Wildlife and Trash Management](#)
- Earth Day 2022: [Find events and ideas](#)
- National Park Service: [Don't Be Trashy](#)
- National Park Service: Share your Earth Day experiences and favorite memories with parks using #EarthDay and #NationalParkWeek. [National Park Week, April 16-24](#)
- U.S. Forest Service: [Anatomy of a Tree](#)

#CareForColorado Social Media Posts

Share any of the Trash the Trash social media posts below to encourage and inspire visitors to Care for Colorado on all their adventures. Easily use one (or all) of these

ready-to-go social posts, or create your own. Don't forget to tag @VisitColorado and @LeaveNoTraceOrg.

- As more people head to our parks and open spaces, Colorado has seen a rise in litter. Help us #CareforColorado and #LeaveNoTrash by packing out everything you pack in 🗑️. This includes food scraps 🍌, which take years to decompose and can be unhealthy for wildlife. @visitcolorado @LeaveNoTraceorg
- Let's work together to keep our parks and public spaces clean. How many pieces of trash can you pick up on your next walk? Send us your photos and remember to tag #LeaveNoTrash and #CareforColorado. @visitcolorado @leavenotraceorg
- Pet 🐕 is unsightly but, more importantly, harmful for wildlife and water sources. Pick up after your pets and pack out their waste to the nearest trash can 🗑️. Pro tip: Have your furry buddy carry their own pack so you don't have to carry their waste. #CareforColorado #LeaveNoTrace @visitcolorado @leavenotraceorg
- When you Trash the Trash you are helping to protect not only the experience of other visitors, but the health of Colorado's wildlife and water sources, too. If we all do our part and pack out our trash we can #CareforColorado and protect our outdoor spaces for generations to come! @visitcolorado @leavenotraceorg

Care for Colorado Coalition “Trash the Trash” Success Stories

Visit Wet Mountain Valley: [Wet Mountain Valley](#) features a full page for “Trash the Trash” with tips from the [Care for Colorado: Trash the Trash page](#) and a link back to the [Care for Colorado Leave No Trace content hub](#).

Royal Gorge Region: The “Trash the Trash” principle is also featured prominently on a page in the [Royal Gorge Region website](#) with the Trash the Trash video and tips as well.

Care for Colorado Coalition News

- This April, Leave No Trace will once again be challenging folks to #LeaveNoTrash. Get outside and pick up some trash, post it on social media and tag #LeaveNoTrash and @LeaveNoTraceOrg. Leave No Trace will be sending out social-media toolkits for partner and member use.
- Colorado Parks & Wildlife is pleased to announce that they plan to return to an in-person event and host their Annual Partners in the Outdoors conference from April 18–20, 2022 at The Hythe in Vail. The conference is Colorado's foremost opportunity to cultivate common ground, explore best practices of partnering and design collaborative solutions with diverse voices and stakeholders to conserve Colorado's outdoor heritage. [Find more information and register here >>](#)

If you have any news or success stories that you would like to share in next month's newsletter, please email careforcolorado@COLORADO.com.

Care for Colorado Coalition

For questions on the Care for Colorado Coalition or if you would like to refer an organization, agency or business to be a Partner or Member, please email careforcolorado@COLORADO.com.

To learn more about the Care for Colorado Program, check out our [content hub](#) on COLORADO.com or scan the QR Code below:



Colorado Tourism Office

Colorado Office of Economic
Development and International Trade
1600 Broadway, Suite 2500
Denver, Colorado 80202
(303) 892-3840

Care for Colorado Resources

Care for Colorado Principles Toolkit
Do Colorado Right Toolkit

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Leave No Trace Seven Principles © 1999 by the Leave No Trace Center for Outdoor Ethics:
www.LNT.org

Colorado Office of Economic Development and International Trade, 1600 Broadway, Suite 2500,
Denver, Colorado 80202, (303) 892-3840

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