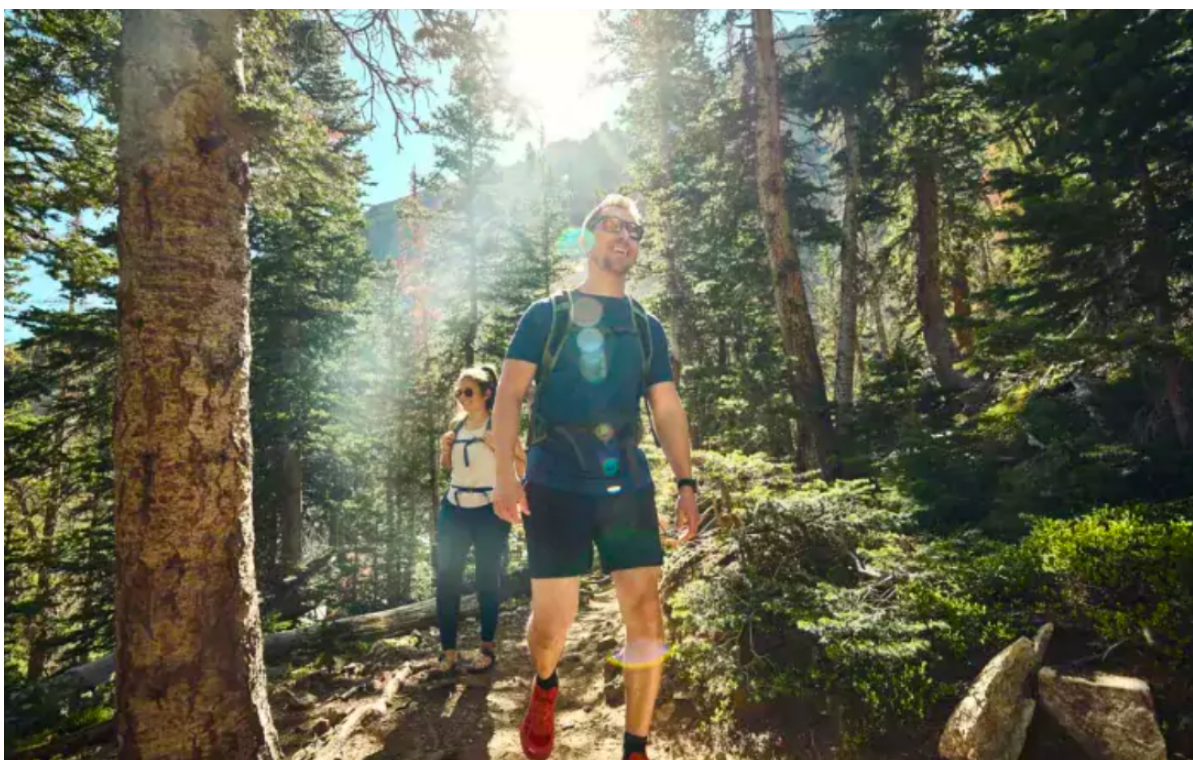


[View in browser](#)

Stick to Trails



With nearly half of Colorado being public land, our state has some of the most beautiful trails in North America. Whether hiking, biking, horseback riding or driving OHV, there's an abundance of outdoor recreational opportunities for adventurous spirits to experience and enjoy on our over 42,000 miles of pristine trails year-round. But there's also a lot to know about how to care for these trails to ensure they remain a special experience for all.

The Care for Colorado Leave No Trace Principle "Stick To Trails" encourages us to embrace the adventure as intended, by only walking on designated trails so that we can retain and use them for generations to come. Please help us share resources about this important principle through your own channels and networks.

Care for Colorado Toolkit

Care for Colorado assets are available through the CFC Partner Toolkit. To access the toolkit, please [follow this link](#) and enter the password: **CFC2023!**

We want to make it easy for you to share curated messaging through your own media channels and networks. Log in to the toolkit to see Stick to Trails specific materials, as well as assets for each principle, including:

- Stick to Trails customizable posters
- Stick to Trails stickers
- Stick to Trails print ads
- Stick to Trails social media posts
- And more!

Do you have questions about the new Care for Colorado marketing assets and how to effectively use them? Let us help you! Please contact Barb Bowman with any questions, or to set up a 30-minute session on how to use these FREE resources on your website, in your visitor center or visitor guide, on social media and maps, and more. Contact Barb Bowman at barb.bowman@colorado.com.

Help Us Share the Care for Colorado Monthly Messaging

Resources from the Colorado Tourism Office and Leave No Trace:

- [Care for Colorado Leave No Trace Principle - Stick To Trails](#)
- [Hit Colorado's Trails Like A Pro With These Tips](#)
- [Nelson Holland Stick to Trails Video](#)
- [Sharing the Trail](#)
- [Why Should You Stick To The Trail](#)
- [Damaged Trails](#)
- [Outdoor Travel: Concentrate vs. Disperse](#)

Resources From the Care for Colorado Coalition:

Bicycle Colorado

- [Rules of the Road and Trail](#)

Colorado Search and Rescue Association

- [I've Lost The Trail, Now What?](#)

Colorado Parks & Wildlife

- [Trail Etiquette](#)
- [COSAR Card](#)

National Park Service

- [Hiking Etiquette](#)

Stay the Trail

- [Trail Tips and Etiquette](#)
- [Brochures](#)
- [Spanish Resources](#)
- [Kids Activity Book](#)

USDA Forest Service

- [Off Highway Vehicle Touring](#)

#CareForColorado Social Media Posts

Share any of the 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 posts and add your own hashtag. Don't forget to tag @VisitColorado and @LeaveNoTraceOrg.

- Looking to take the best selfies? 📸 You'll find your best angle on the trail. When you preserve the areas you venture into, you'll help preserve the epic backdrops on your feed. #VisitColorado #LeaveNoTrace #DoColoradoRight
- Embrace the adventure, as intended, by only walking on designated trails – even if it's wet, muddy, slushy or icy. This will help avoid erosion and protect the homes of local wildlife 🦉. #VisitColorado #LeaveNoTrace #DoColoradoRight
- Shortcuts and that perfect selfie can be tempting, but staying on the path will decrease your risk of injury and protect trailside plants. #VisitColorado #LeaveNoTrace #DoColoradoRight
- Going off trail can damage or kill plant or animal species, and can hurt the ecosystems that surround the trail. Help protect Colorado's natural areas by practicing the Care for Colorado Leave No Trace principle Stick To Trails by staying on designated paths 🦋. #VisitColorado #LeaveNoTrace #DoColoradoRight
- Colorado's alpine tundra is home to sensitive plants and animal species 🌱. Help protect this fragile environment by staying on trails and stepping on durable surfaces, such as rocks, to take a break or allowing someone to pass or take a photo 📷. #VisitColorado #LeaveNoTrace #DoColoradoRight

Care for Colorado Coalition "Stick To Trails" & New Asset Success Stories

- [Visit Estes Park](#) has a new set of [Do Estes Right videos](#), including one encouraging visitors to Stay on the Trail.
- [Clear Creek County](#) is featuring the new Care for Colorado Leave No Trace Principles in its current [Visitor Guide](#).
- The [Colorado Cross Country Ski Association](#) and the [Colorado Scenic and Historic Byways](#) are both featuring the new Care for Colorado Coalition logo on

their website landing pages.

Care for Colorado Coalition News

Nominations for **2024 Leave No Trace Spotlights** will open in early August. Sites will receive up to three days of activation conducted by the Subaru/Leave No Trace Traveling Teams that include a service project, staff and community training, and outreach programs. [Click here](#) to learn more about the Spotlights program.

[Tourism Marketing Matching Grant](#) applications are now open! Government entities and nonprofits engaged in tourism promotion are eligible to apply for funding to support tourism marketing and promotional campaigns. The CTO will host a webinar later this month on July 25 to provide an overview of the grant guidelines, eligibility and requirements, as well as invite discussion questions from participants.

About 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 Stewardship Partner, please email Barb Bowman at barb.bowman@colorado.com.

Colorado Tourism Office

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