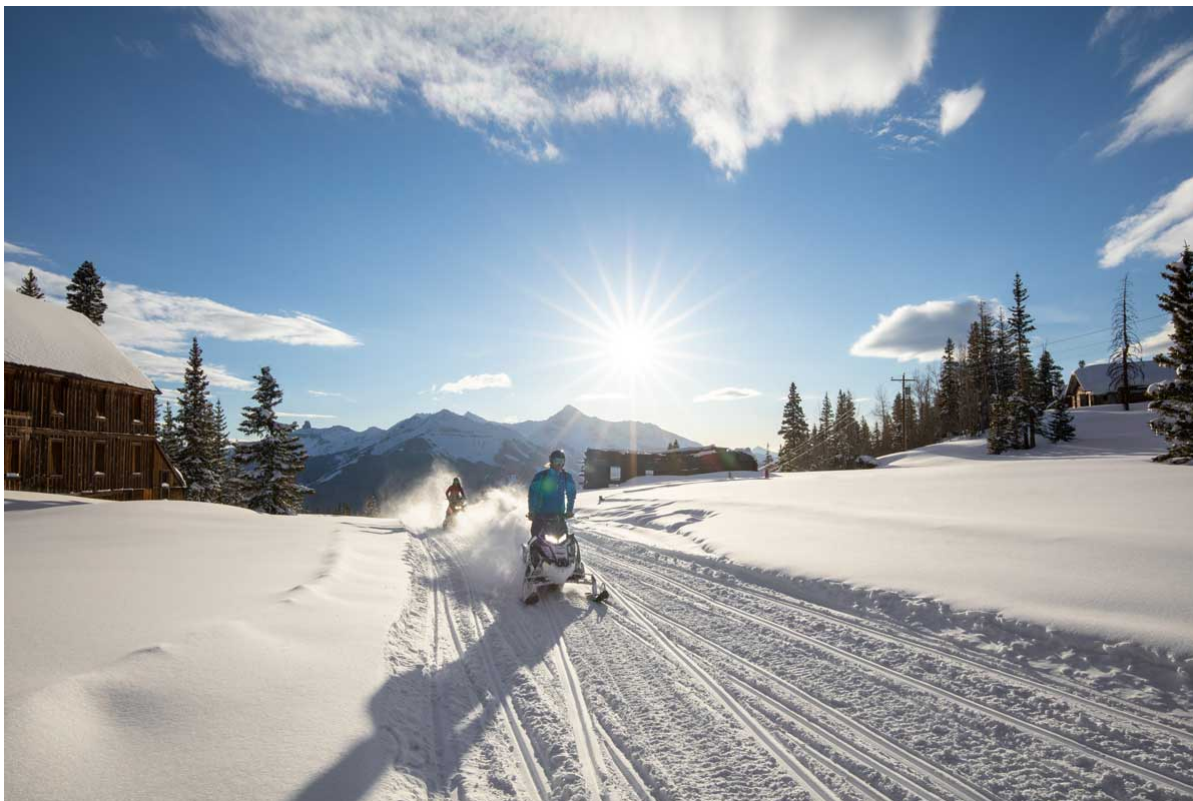


[View in browser](#)

MONTHLY MESSAGING & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

Winter Safety



Winter weather doesn't send people indoors – we get outside and play! Let's make sure we encourage everyone to enjoy the beautiful Colorado winter with safety in mind.

Help Us Share the Care for Colorado Monthly Messaging

Resources from Colorado Tourism Office & Leave No Trace:

- [Find Your Perfect Colorado Backcountry Adventure With Safety in Mind](#)
- [Five Winter Hiking Tips](#)
- [The 7 Principles of Leave No Trace: Winter Recreation](#)
- [Winter Camping Tips](#)

Resources from Care for Colorado Coalition & Beyond:

- [5 Must-Know Winter Safety Tips for Nordic Skiers – Colorado Cross Country Ski Association](#)
 - [12 Tips for Recreating Responsibly in Winter](#)
 - [Cold Weather Camping Tips](#)
 - [Colorado Search and Rescue Association Education](#)
 - [CPW Winter Recreation Safety](#)
 - [I-70 Travel Resources](#)
 - [Knowledge Is Powder – Snowmobiling](#)
 - [The Stars Can Lead You Home](#)
 - [U.S. Forest Service Winter Hiking Safety Tips](#)
 - [Winter Driving Preparedness](#)
 - [Winter Driving in the Wild Videos](#)
 - [Winter Driving Safety Social Still](#)
 - [Winter Wheeling – What To Know](#)
-

#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 thankful posts and add your own hashtag. Don't forget to tag @VisitColorado and @LeaveNoTraceOrg.

- Know Before You Go, check winter-weather conditions for your destination before your outing and pack appropriately. While the weather may be warm and sunny in certain areas, it may be cold and snowy in the mountains.
#CareForColorado #LeaveNoTrace
- Be “Winter Wise” for driving. Make sure tires have adequate tire-tread depth, carry an ice scraper, keep the windshield-wiper-fluid reservoir full, plus carry sleeping bags, extra clothing, an emergency kit, matches, water, non-perishable foods and sand. Being prepared will make sure you stay warm and safe in the case of winter driving emergencies. #CareForColorado #LeaveNoTrace
- When driving in ice and snow, be safe and take it slow; don't use cruise control.
#CareForColorado #LeaveNoTrace #CDOT
- Safely carpool to your favorite Colorado destinations with the [Treadshare](#) and [Caravan](#) apps from [GOI70.com](#).
- Before heading out to enjoy your public lands this winter, "Know Before You Go" and contact your local public-lands office to get the latest information about current road conditions and seasonal closures. #CareForColorado #LeaveNoTrace
- Winter is a great time to get outdoors, but the weather can change in an instant. Make sure you plan ahead and prepare by informing someone of your itinerary and bringing layers as well as any necessary safety equipment. Practicing the #LeaveNoTrace principles will ensure you stay safe, minimize your impacts and #CareForColorado.

- No one loves hiking in the snow more than our furry companions. However, pet waste can take even longer to decompose in winter conditions. Be sure to always pick up after your pets and pack out all bagged dog waste to the nearest trash can. #CareForColorado #LeaveNoTrace
 - Did you know wildfires can survive all winter? As long as there's oxygen and organic material to burn, fires can hide under snowfall and reignite in spring. Even in winter, remember to #BeCarefulwithFire. Avoid building fires on organic material and be sure to douse your fire with water until it's cool to the touch. #CareForColorado #LeaveNoTrace
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Care for Colorado Coalition "Winter Safety" Success Stories

The Colorado Cross Country Ski Association took the initiative to design a [Winter Safety Tips](#) article based on this month's Care for Colorado monthly messaging theme.

The Colorado Search and Rescue Association [landing page](#) features a pop-up about Care for Colorado leading with the Know Before You Go principle.

Care for Colorado Coalition News

Colorado Springs Parks, Recreation & Cultural Services: In unique fashion, 16 Colorado Springs parks, trails and open-space properties have [earned national distinction](#) through Leave No Trace's [Gold Standard Sites](#) program.

OutThere Colorado has officially accepted the ["Blog of the Year" award](#) as part of [Outdoor Media Summit's 2022 People's Choice Awards](#) in North Lake Tahoe, Nevada.

Two CFC Stewardship Members received Tourism Recovery Marketing Grants from the Colorado Tourism Office, which distributed \$1.8 million in marketing-recovery funding to help urban and Eastern Plains tourism bureaus recover from the lingering blows of the pandemic.

- Colorado Springs Convention and Visitors Bureau has been awarded \$400,000 for a campaign to promote the city's connection to Olympic athletes and governing bodies.
 - Visit La Junta has been awarded \$75,000 to launch a new marketing campaign.
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Care for Colorado Coalition 2023 Monthly Messaging Themes

Plan out your content calendar for 2023 including the following Monthly Messaging themes. Please consider sharing existing content or producing your own to share with the Coalition. If you would like to submit content, please send it to barb.bowman@colorado.com no later than the end of the first week of each month.

- January 2023 | Backcountry Safety
- February 2023 | Loving Our Public Lands
- March 2023 | Bear(s) With Us
- April 2023 | Earth Day
- May 2023 | Wildfire Safety
- June 2023 | River Safety or Earth Day
- July 2023 | 13 & 14er/Backcountry Hiking/Summer Safety
- August 2023 | Mudslide/Flood Safety
- September 2023 | Climbing
- October 2023 | Hunting or Stay the Trail
- November 2023 | Gifting Ways to Give Back
- December 2023 | Downhill Skiing Tips or Winter Driving Tips

If you have any news or success stories that you would like to share in next month's newsletter, please email Kaiti Jacobson, program manager, at kaiti.jacobson@state.co.us.

Care for Colorado Coalition

To learn more about Care for Colorado, please check out our [content hub](#) on Colorado.com. 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 Barb Bowman at barb.bowman@colorado.com.

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

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

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