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MONTHLY NEWSLETTER & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

Backcountry Safety Awareness

Get Out in Front of Backcountry Danger by Visiting [COLORADO.com](https://www.colorado.com)



As we anticipate another year of increased recreation in Colorado's backcountry, we ask for your continued help to educate visitors and residents on how they can prepare for an amazing, yet safe, adventure this winter. By sharing the assets and content below, we are encouraging everyone from backcountry beginners to experienced outdoor enthusiasts to practice the Care for Colorado Leave No Trace Principles.

We want to thank all of the Care for Colorado Coalition Stewardship Partners and Members who continue to educate, promote and practice backcountry safety and awareness. We also want to express our gratitude to all those who are involved in Colorado Search and Rescue (CSAR) for their tireless efforts, especially in winter. These volunteer responders provide their skills, experience, physical capabilities, mental fortitude and teamwork to serve Colorado visitors, residents and communities.

The Colorado Tourism Office is wishing you a safe and happy holiday season this year, and we hope to see you in the new year for our January Care for Colorado Coalition meeting.

Yours in stewardship,

Tim Wolfe
Director
Colorado Tourism Office

Dana Watts
Executive Director
Leave No Trace Center for Outdoor Ethics



Help Us Share the Care for Colorado Monthly Messaging

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.

- [Care for Colorado Leave No Trace Principles](#)
- [Colorado Tourism Office: Get Out in Front of Backcountry Danger](#)
- [Colorado Tourism Office: Take a Winter Backcountry Safety Class](#)
- [Colorado Tourism Office: How to Recognize the Risks in Colorado's Backcountry this Winter](#)
- [Colorado Tourism Office: Resources by Sport](#)
- [Leave No Trace for Backcountry Snowsports](#)
- [Leave No Trace: How to Plan a Backcountry Trip](#)
- [Colorado Outdoor Recreation Industry Office: Winter Outdoor Recreation Directory](#)
- [Colorado Avalanche Information Center](#)

[Find more shareable assets >>](#)

#CareForColorado Social Media Posts

Share any of the Backcountry Safety Awareness social-media posts below to encourage visitors to Care for Colorado on all their adventures. Use one (or all) of these ready-made social posts, or create your own. Don't forget to tag @VisitColorado and @LeaveNoTraceOrg in all your posts.

- **Caption 1:** In the backcountry, unpredictable weather and avalanches can strike even the most seasoned winter recreationist. Make sure you #KnowBeforeYouGo and check conditions with the @coavalancheinfo. #CareForColorado #LeaveNoTrace
- **Caption 2:** The beauty of the backcountry is unmatched — so let's keep it that way for generations. Whatever you pack in, pack it out. It's all of our responsibility to keep Colorado landscapes clean and to #TrashtheTrash. #LeaveNoTrace #CareForColorado.
- **Caption 3:** Before you adventure out in Colorado's backcountry, always tell someone where you're headed and when you'll be back home. Some areas that are easy treks in the summer can become dangerous in winter conditions. #KnowBeforeYouGo and respect trail and area closures. #CareForColorado #LeaveNoTrace

Monthly Messaging Feedback Requested

In an effort to make this monthly newsletter as effective as possible for you all, we have created a brief survey. Please take five minutes to fill it out, so we make the most out of your membership and cater to your organization's needs.

[Take Survey Here](#)

Care for Colorado Coalition News



Thank you to the Outlets at Silverthorne for featuring the Care for Colorado Principles.

- Leave No Trace went through a rebrand last October and all assets have been updated to reflect their new logo. The assets can be found in the [Care for Colorado Principles Toolkit](#).
- Berthoud Pass has been selected as a Leave No Trace Hot Spot. To see how you can help, click [here](#).
- GOI70 has [two new carpooling apps](#) to connect drivers and passengers on I-70 headed to the mountains and ski resorts designed to reduce mountain corridor congestion. To check out the new carpooling apps, click [here](#).

If you have any news 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 Highlight

Stewardship Partner
Colorado Outdoor Recreation Industry Office

**COLORADO****Outdoor Recreation
Industry Office**

OREC provides a central point of contact, advocacy and resources at the state level for the diverse constituents, businesses and communities that rely on the continued health of the outdoor recreation economy. OREC encourages people to spend time outdoors for the mental and physical health benefits outdoor activities provide, as well as the economic benefits outdoor recreation provides to our communities.

A priority of the office is to raise awareness about the risks inherent to outdoor recreation, and ensure safety messaging reaches the greatest number of people possible. To that end, the office has built a central directory of winter recreation safety and educational resources to help Colorado locals and visitors safely get outdoors in the winter. The [Winter Outdoor Recreation Directory](#) makes it easy for everyone, from novice to experienced recreationists, to find information on avalanche safety training, winter guide and outfitter services, and educational materials. OREC urges you to share the directory with your networks to ensure everyone has access to winter safety resources. If you would like to contribute to the directory, please use [this form](#).

For more information about the Colorado Outdoor Recreation Industry Office click [here](#).

Stewardship Member Aspen Expeditions

**ASPEN**
EXPEDITIONS

Aspen Expeditions has been running backcountry mountain adventures in Aspen and around the world since 1977. All of our staff are trained and/or certified through the American Mountain Guides Association as well as through in-house ongoing training, including Leave No Trace.

Our activities run a wide gamut of adventures: from intro to ice climbing, Level 1 and 2 AIARE avalanche education courses, private hut trips and international climbing and skiing expeditions. As mountain guides we are always acting as stewards of the land by introducing clients to the wilderness and teaching them how to be safe and care for the natural environment.

For more information about Aspen Expeditions click [here](#).

Care for Colorado Coalition

To learn more about the Care for Colorado Program, 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
Do Colorado Right Toolkit
Care for Coloradans Toolkit

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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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