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# CARE FOR COLORADO COALITION

Monthly news and resources for leaders in destination stewardship



*Photo credit: Colorado Parks and Wildlife*

## July 2021 Care for Colorado Monthly Messaging

### Water Safety

The warm temperatures and upcoming Fourth of July holiday have us all thinking about the variety of recreational opportunities that Colorado's rivers, streams and lakes afford us throughout the state. Thank you for helping us encourage everyone to safely enjoy these wonderful activities!

Care for Colorado Stewardship Partner Colorado Parks and Wildlife would like us to

remind visitors and residents that while the temperatures are hot, in most areas the water remains cold. They strongly encourage everyone to wear a Personal Flotation Device (PFD) while enjoying water sports of any kind. As you will see below, we have included quite a few links featuring messaging about the importance of PFDs.

In addition, let's celebrate the fact that Colorado's waters are currently clear of the zebra and quagga mussels, two highly destructive invasive species. Due to the CPW mandatory boat inspection program, CPW decontaminated 100 mussel-fouled boats in 2020 before they launched in Colorado waters. Please be sure to share one or more of the boating-article links listed below about this successful program.

Have a wonderful July Fourth holiday, and stay safe out there! Thanks for sharing.

Yours in stewardship,

**Jill Corbin**

Interim 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.

- [Safe Boating Campaign: Top Five Reasons to Wear a Life Jacket](#)
- [CPW: River Safety and Etiquette](#)
- [Colorado River Outfitters Association: Whitewater-Safety Video](#)
- [Leave No Trace: Raft Right This Summer](#)
- [NPS Water-Vessel Safety](#)
- [USDA Water-Safety Information](#)

[Find more shareable assets >>](#)



*Photo credit: Colorado Parks and Wildlife*

## #CareForColorado Social Media Posts

Share any of the posts below to encourage visitors to Care for Colorado on all their adventures. Don't forget to tag @VisitColorado and @LeaveNoTraceCenter on all your posts.

- Having life jackets on board a vessel is not enough. Accidents happen too fast to put on a stowed life jacket so be sure to wear yours at all times.  
#NationalSafeBoatingCouncil #CareForColorado #LeaveNoTrace
- During an emergency, clothing can become heavy or waterlogged while in the water. Even a strong swimmer needs to wear a life jacket.  
#NationalSafeBoatingCouncil #CareForColorado #LeaveNoTrace
- Wear a life-jacket style for your recreational water activity – fishing, water sports, boating, paddling and more. And don't forget one for your pet!  
#NationalSafeBoatingCouncil #CareForColorado #LeaveNoTrace
- Rivers are powerful and always changing. Know Before You Go and always check current conditions before heading out on your water adventures. #CPW  
#CareForColorado #LeaveNoTrace

[Find more messaging here >>](#)



Photo credit: Colorado Parks and Wildlife

## Colorado Concierge Online-Training Resources

## CTO offers a free online hospitality training, including a new Hunting & Fishing module, sponsored by Colorado Parks and Wildlife.

We invite you and your employees to take the free [Colorado Concierge online training](#), at any time, to become even greater “trusted sources of information” for visitors and residents. There are six modules in total, the newest being the Hunting & Fishing module, plus five others you can take to learn about Care for Colorado, Colorado Essentials, Colorado-Style Customer Service, Traveler Safety and Colorado Travel Regions.

Each individual who completes the training will receive a certificate, a Colorado Concierge lapel pin, a digital badge, a Facebook overlay and entry into a drawing to win a free Governor’s Tourism Conference registration through the [Colorado Concierge Recognition Program](#).

Your organization or business can become Gold- or Silver-Level certified, with benefits, through the [Colorado Concierge Recognition Program](#) as well. Contact Barb Bowman with questions at [barb.bowman@COLORADO.com](mailto:barb.bowman@COLORADO.com).

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## Care for Colorado Coalition

If you have any questions about the Care for Colorado Coalition or would like to refer an organization, agency or business to be a Partner or Member, please email Barb Bowman at [barb.bowman@COLORADO.com](mailto: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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Leave No Trace Seven Principles © 1999 by the Leave No Trace Center for Outdoor Ethics:

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