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## MONTHLY MESSAGING & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP



# WILDFIRE AWARENESS: IT'S DRY OUT THERE!

In recent decades much of Colorado has grown hotter and drier, increasing wildfire risk. And this season is no exception to that. The Care for Colorado team wants to help our Partners and Members increase knowledge and awareness about the importance of fire safety and prevention.

Back in April, Governor Polis and fire agencies across the state provided their [annual wildfire outlook](#) where officials warned that 2022 has the potential to be another devastating wildfire year. Their long-range forecasts indicate above-average temperatures and below-average precipitation will continue through the summer. This is expected to result in the persistence and expansion of drought conditions across the state and the emergence of above-average significant fire potential this season. As such, in addition to the resources provided below, there are other crisis-communications resources available from the CTO, including the [Crisis Communications Toolkit](#).

CTO PR is here to support Colorado's tourism-industry partners in any way needed during a crisis so please don't hesitate to contact them at [media@COLORADO.com](mailto:media@COLORADO.com).

## Help Us Share the Care for Colorado Monthly Messaging

### Resources from Colorado Tourism Office & Leave No Trace:

- [Be Careful With Fire Etiquette Video](#)
- [Be Careful With Fire Social Still](#)
- [Wildfire Prevention Poster](#)
- [Colorado Wildfire Prevention Tips & Resources](#)
- [Do Colorado Right – Check Local Fire Bans Like Coloradan Quin Gable](#)
- [Do Your Part to Prevent Wildfires. Leave No Trace](#)
- [How to Avoid Starting a Wildfire](#)
- [What are the Four Ds of the Firewood Collection?](#)

### Resources from Care for Colorado Coalition:

- **Colorado Division of Homeland Security & Emergency Management:** [Colorado Fire Bans & Danger](#)
  - **Colorado Search & Rescue Association:** [Ready for Wildfire in the Backcountry. Infographic](#)
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## #CareForColorado Social Media Posts

Share any of the Wildfire Prevention 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.

- Before you head out on your adventure, check local fire restrictions to make sure campfires are allowed. #CareForColorado #LeaveNoTrace
  - Protect ground cover and prevent unintentional fires by using existing fire rings to build your campfire and remember to drown out your fire with water until it is cool to the touch. #CareForColorado #LeaveNoTrace
  - Cook it on a camp stove! Camp stoves are fast and there's no need to gather wood, tend to a fire or douse it in water before going to bed. #CareForColorado #LeaveNoTrace
  - Following the four Ds of firewood collection – and using only dead, downed, dinky and distant wood to build a campfire – will help protect the ecosystem and help reduce the chance of forest fires. If you purchase wood, do so locally to prevent the spread of invasive species. #CareForColorado #LeaveNoTrace
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## Care for Colorado Coalition “Wildfire Prevention” Success Stories

- **Visit Estes Park** utilized partnerships within their community and the Care for Colorado Leave No Trace principle, Know Before You Go, to create [custom content](#) to help educate visitors on wildfire prevention.
  - **USDA Forest Service:** The U.S. Forest Service designed and handed out Fire Prevention Posters at trailheads in the Roosevelt National Forest last summer. They incorporated a QR code that took visitors directly to the Care for Colorado Leave No Trace Seven Principles.
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- **Stewardship Member, Colorado Springs Regional Parks, Trails and Open Space** has officially been named a [Leave No Trace Gold Standard Site](#). Colorado Springs is the first municipal site to receive this designation and the fourth gold-standard site in Colorado.

*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](mailto:kaiti.jacobson@state.co.us).*

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## 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 Barb Bowman at [barb.bowman@COLORADO.com](mailto:barb.bowman@COLORADO.com).

To learn more about Care for Colorado, scan the QR code below or visit our [content hub](#) on [COLORADO.com](http://COLORADO.com).



### Colorado Tourism Office

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

### Care for Colorado Resources

Care for Colorado Principles Toolkit

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

Colorado Office of Economic Development and International Trade, 1600 Broadway, Suite 2500,

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