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MONTHLY MESSAGING & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

Be Water Wise



As a coalition, we aim to connect and provide education for our partners and members. This month we'll be focusing our messaging on water. From drinking to recreating, water is one of the most important resources we have. As many are already aware, water is an especially limited resource in our great state of Colorado. We need to work together to not only conserve this precious resource, while also being able to enjoy it safely for recreational use.

Water weaves together all of the Care for Colorado Leave No Trace Principles. Be it *Know Before You Go* as you set off to explore a new river, or *Trash the Trash* as people start heading to lakes this summer, raising awareness around water is key. Please share the messaging below to help educate visitors and residents to "Be Water Wise" to protect this precious Colorado resource.

Yours in stewardship,

Tim Wolfe
Director

Colorado Tourism Office

Dana Watts
Executive Director
Leave No Trace

Help Us Share the Care for Colorado Monthly Messaging

Resources from Colorado Tourism Office & Leave No Trace:

- Colorado Tourism Office: [7 Care for Colorado Leave No Trace Principles](#)
- Colorado Tourism Office: [Safety Tips for Colorado Backcountry Adventure: Summer Through Fall](#)
- Colorado Tourism Office: [Water Activities](#)
- Leave No Trace: [Raft Right this Summer](#)
- Leave No Trace: [Would you drink it?](#)
- Leave No Trace: [Bigfoot's Guide to Dirty Dishwater](#)
- Leave No Trace: [How to Take a Bath While Camping](#)
- Leave No Trace: [How to Clean, Drain & Dry Your Boat](#)

Resources from Care for Colorado Coalition Partners:

- Colorado Parks & Wildlife: [Boating Safety](#)
 - Colorado Parks & Wildlife: [River Safety & Etiquette](#)
 - Colorado Parks & Wildlife: [Boater's Guide to Aquatic Nuisance Species \(ANS\) Inspections](#)
 - Colorado River Outfitters Association: [Water Safety Video](#)
 - National Parks Service: [Water Vessel Safety](#)
 - USDA Forest Service: [Water Safety](#)
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#CareForColorado Social Media Posts

Share any of the "Be Water Wise" 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.

- Rivers are powerful and always changing. Know Before You Go and always check current water levels, speeds and temperatures before heading out on your water adventures. #CareForColorado #LeaveNoTrace
- Water is sparse in Colorado. Try to help limit your use by taking a quick five-minute shower, bringing a reusable water bottle with you and remembering to

turn off the sink when you brush your teeth. Together, we can

#CareForColorado and #LeaveNoTrace

- Colorado's dry climate, warm summer weather and elevation make staying hydrated extra important. Be sure to bring enough water for you, your group members and any furry friends on every outing. #CareforColorado #LeaveNoTrace
- We all love swimming in clear, cool lakes during the heat of the summer. Before you take the plunge, be sure you allow 30 minutes after lathering up in sunscreen and bug spray. This will allow your skin time to soak in and keep our waterways clean and healthy. #CareForColorado #LeaveNoTrace

Care for Colorado Coalition "Be Water Wise" Success Stories

Colorado Parks & Wildlife issues boat safety tips featuring the Know Before You Go principle.

Fountain Creek Watershed District gives tips for tourists, travelers and outdoor enthusiasts visiting and enjoying Colorado using all of the Care for Colorado Leave No Trace Principles.

Care for Colorado Coalition News

- **Colorado Parks & Wildlife:** Be Bear Aware. With spring upon us, CPW reminds residents that bears are emerging from hibernation and beginning to search for food. Bears should NOT be eating from trash receptacles, bird feeders or other human-provided food sources around homes or businesses. [Learn more here.](#)
- **National Travel and Tourism Week Webinar:** Celebrate with the CTO by [registering](#) for a live webinar on May 3 from 12–1 pm MST to hear from Tim Wolfe, Director of CTO, and other industry leaders on the state of the industry followed by an announcement of the [Frontline Tourism Worker Award Winners](#). You can also get involved by utilizing the [toolkit](#) created by the U.S. Travel Association.
- **[Volunteers for Outdoor Colorado](#)** (VOC): welcomes volunteers, partners, supporters and community members – both new and old – to join us in-person for their inaugural spring fundraiser, Naturally United. This year's theme is Reunion 2022 as this event offers you the opportunity to look back in time and help shape the future of VOC while reconnecting with familiar faces, meeting new ones, and raising money for Colorado's outdoor places. For more information click [here](#).
- **CTO Sponsored Article in Outside Magazine:** The CTO marketing team collaborated with Outside Magazine to create the sponsored article, [The Sustainable Travel Guide To Colorado's Best Summer Adventures](#). This sponsored content highlights ways to explore some of Colorado's lesser known

public lands, eco-friendly lodging options, carbon neutral destinations, sustainability leaders in the liquid arts space and more! Outside is an American magazine focused on the outdoors and aims to inspire active participation in the world outside.

If you have any news or success stories that you would like to share in next month's newsletter, please email careforcolorado@COLORADO.com.

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.

To learn more about the Care for Colorado Program, check out our [content hub](#) on COLORADO.com or scan the QR Code below:



Colorado Tourism Office

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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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