

[View in browser](#)

## MONTHLY MESSAGING & RESOURCES FOR LEADERS IN DESTINATION STEWARDSHIP

### Wildfire Prevention



May has officially been proclaimed by Governor Polis as Wildfire Awareness Month, an annual observance to encourage residents to better prepare their communities for wildfires. The Care for Colorado Coalition team is focused on helping its partners increase knowledge and awareness about the importance of fire safety and prevention in order to preserve the state's natural beauty, and protect local communities and wildlife habitats. While wildfires may not be prevalent in all areas of the state, the responsibility to be aware and alert belongs to all of us. Please join the Colorado Tourism Office (CTO) and Leave No Trace in doing your part to share wildfire safety messaging to help make 2023 a safer year for all.

If a wildfire begins in one of Colorado's communities, the CTO PR team is here to support you with crisis communication resources. Please reach out to [media@colorado.com](mailto:media@colorado.com) should a crisis arise in your area.

---

# Help Us Share the Care for Colorado Monthly Messaging

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

- [Camp Smarter With Wildfire Protection](#)
- [Colorado Wildfire Prevention Tips & Resources](#)
- [Do Colorado Right-Check Local Fire Bans like Coloradan Quin Gable](#)
- [WILDFIRE EDITION | Burning Question: I See Smoke While Outdoors. Now What?](#)
- [How To Avoid Starting a Wildfire](#)
- [Do Your Part To Prevent Wildfires Leave No Trace](#)
- [Campfire Alternatives](#)
- [Fire Bans and Restrictions](#)
- [What are the Four Ds of the Firewood Collection?](#)
- [Colorado Fire Bans & Danger](#)
- [Flood After Fire](#)

## Resources From the Care for Colorado Coalition & Beyond:

- U.S. Forest Service: [Wildfire Prevention How-To's From Smokey The Bear](#)
- Colorado Search & Rescue: [Ready for Wildfire in the Backcountry Infographic](#)
- Colorado Parks & Wildlife: [Fire](#)
- International Dark Sky Association: [Can't Do a Campfire? Look Up Instead!](#)
- Bureau of Land Management:
  - [Fire Prevention](#)
  - [Fire Wildfire Preparedness Videos](#)
- National Park Service: [Havoc & destruction? Or renewal & life? Or both](#)
- Colorado Campground & Lodging Owners Association:
  - [Stay Prepared for Wildfires](#)
  - [Colorado Campfire Reality](#)
- Colorado Department of Transportation
  - [Fire Safety Video](#)
  - [Driving in Fire Zones](#)

---

## #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.

- 🧑🏻🔧🚗 Build the perfect campfire by first making sure they are allowed in the area. Then, keep your campfire small, manageable and attended. When it's time to extinguish, make sure the embers are cold to the touch to avoid reigniting a flame 🔥 . @VisitColorado and @LeaveNoTraceOrg

- Use care when smoking anything (and we do mean anything) in Colorado's dry climate. One of the biggest causes of wildfires are discarded smokables. @VisitColorado and @LeaveNoTraceOrg
  - Did you know that over 80% of wildfires are sparked by humans? Unattended campfires, discarded cigarettes, or sparks from tools such as chainsaws or vehicle mufflers, are all common causes of out of control flames 🔥 . @LeaveNoTraceOrg and @VisitColorado
  - Restrictions and fire bans don't have to dampen your appetite – if you enjoy cooking a warm campsite meal, a portable camp stove is a fast, easy and safe option for showing off your culinary skills 🍳 🔍 . @LeaveNoTraceOrg and @VisitColorado
- 

## Care for Colorado Coalition Partner Best Use Examples of “Be Careful With Fire”

- Visit Estes Park utilized partnerships within its 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.
  - Visit Glenwood Springs designed a [blog](#) using the refreshed Care for Colorado Leave No Trace Principles, including Be Careful With Fire.
  - Clear Creek County designed new [trailhead signs](#) including the Care for Colorado Leave No Trace Principles.
  - The Steamboat Chamber produced [12 FIRE SAFETY TIPS: COLORADO WILDFIRE SEASON](#).
- 

## Care for Colorado Coalition News

- The Care for Colorado Coalition would like to welcome [Visit Loveland](#) and [Visit Greeley](#) as new Care for Colorado Coalition Partners.
- Leave No Trace: It is still Earth Month! Don't forget to sign the Leave No Trace pledge and encourage your constituents to do the same. [You can find shareable assets to share on your channels here](#).
- Last week, the CTO awarded \$358,720 in [Tourism Management Grants](#) to 22 industry organizations across the state. This grant provides funding for tourism-related projects that develop, enhance or manage visitor experiences in Colorado. Congratulations to the following Care for Colorado Coalition Partners who are awardees: Canyons & Plains of Southeast Colorado Regional Heritage Taskforce, City of Ouray, Clear Creek County Tourism Bureau, Colorado Springs Convention & Visitor Bureau, Colorado Wine Industry

Development Board, Fremont County Tourism Council, Glenwood Springs Chamber Resort Association, Grand County Colorado Tourism Board and Lake County.

---

## About 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 Coalition Partner, 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

© 2023 Colorado Tourism Office. All rights reserved.

© Leave No Trace: [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

[Unsubscribe](#) [Manage preferences](#)