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CARE FOR COLORADO COALITION

Monthly news and resources for leaders in destination stewardship



Photo credit: Colorado Parks and Wildlife

October 2021 Care for Colorado Monthly Messaging

Pack It In, Pack It Out

Welcome to [Tim Wolfe](#), the new CTO Director.

"I am excited to work with the Care for Colorado Coalition and continue the focus on responsible travel through the 'Care for Colorado' stewardship program. Thanks to founding partner Leave No Trace Center for Outdoor Ethics and the entire Coalition for your efforts in educating visitors and residents on how to responsibly enjoy Colorado's wonderful outdoor resources and protect what makes Colorado so special."

As you all know, this is prime hunting season, so we have provided additional messaging for this activity. Did you know that, according to the Colorado Wildlife Council, hunters and anglers are an essential part of Colorado's economy, providing more than \$3.25 billion to Colorado every year? Plus, they impact all 64 counties and support more than 21,000 jobs. License fees support careers in conservation and allow Colorado's conservation programs to operate without reliance on tax funding.

We know that sports-women and -men of all types are out in great numbers this fall, enjoying Colorado's outdoor resources. We hope the messaging below will help you remind everyone to have fun, stay safe, Care for Colorado and Leave No Trace.

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.

- [CTO Trash Etiquette video](#)
- [CTO Campfire Etiquette video](#)
- [CTO Poop Etiquette video](#)
- [CTO Wildfire Prevention poster 11x17](#)
- [Leave No Trace Campsite Quiz](#)
- [Leave No Trace Hunting Ethics](#)
- [Leave No Trace Tips for Hunting](#)
- [CPW Hunting landing.page](#)
- [Bureau of Land Management Hunting landing.page](#)
- [USDA Forest Service Hunting Know Before You Go](#)
- [CPW 2021 Colorado Big Game brochure](#)
- [CPW Plan Your Hunt](#)
- [CPW Hunting Atlas](#)
- [CPW Big Game Hunting Planner](#)
- [CPW Hunter Education](#)
- [CPW Hunting Colorado's Public Lands video](#)
- [National Hunting & Fishing Day: September 25](#)
- [Bureau of Land Management Know Before You Go](#)
- [Colorado Outdoors Planning Your Elk Hunt](#)
- [Camping When Hunting: What Not To Do video](#)

[Find more shareable assets >>](#)



#CareForColorado Social Media Posts & Infographics

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.

- [Care for Colorado Social Media Infographics](#)
- Closures of areas can change quickly, and your hunting destination or access route may be affected. Prior to license purchase, scouting or hunting, learn about fires, closure alerts and plan alternative routes and areas to hunt. Check

with local land management agencies, Forest Service, BLM, etc., before heading out. #CareforColorado #LeaveNoTrace

- Be aware of the “field of fire.” Do not shoot near developed areas, trails, campsites or roads. #CareforColorado #LeaveNoTrace
- Pack it in, pack it out. Pack out all trash, including leftover food, spent brass and shotgun shells. #CareForColorado #LeaveNoTrace
- Be prepared when nature calls. If you have to poop, walk at least 70 steps from trails, water and camp. Dig a cat hole 6-8 inches deep, go in the hole, cover it and pack out your TP. Or, use a wag bag — a disposable bag found in most outdoor stores — so you can pack out your waste. #CareForColorado #LeaveNoTrace
- Before you head out on your adventure, check local fire restrictions to make sure campfires are allowed. #CareForColorado #LeaveNoTrace
- If campfires are allowed, use existing fire rings or fire pans to build a campfire. When you’re done with your fire, be sure that all wood is burned completely to ash and is cool to the touch before you leave the area. #CareForColorado #LeaveNoTrace
- Be bear aware. When bears get access to human food, they can become dangerous and even be put down. Always store food, beverages, toiletries and other scented items in bear-proof containers to prevent unwanted visitors and to keep you and the bears safe. #CareForColorado #LeaveNoTrace



Photo credit: Colorado Parks and Wildlife

Care for Colorado Additional Resources

New Look for CTO Industry Partners Site

When you now access Care for Colorado assets/content through the [Industry Partners link](#) on [COLORADO.com](#), this site is now integrated into the Colorado Office of Economic & International Trade (OEDIT) [website](#). The Care for Colorado

assets/content can still be easily accessed through [Tourism Trainings and Toolkits](#) from the left-hand navigation bar.

Colorado Concierge

Don't forget about the new Colorado Concierge Hunting & Fishing Module, sponsored by Colorado Parks and Wildlife. You and your employees can take this module as part of the [Colorado Concierge online training](#) to learn about the history of hunting and fishing, the important part it plays in conservation and the resources/information available for visitors and residents through CPW.

Generation Wild Trash Monsters

Thanks to Stewardship Partner GOCO for developing the new [Generation Wild Trash Monsters](#) to help kids learn to "Trash the Trash."

Care for Colorado New Partners & Members

Please help us welcome these new Coalition Partners and Members:

- [Colorado Outfitters Association](#) is a professional membership organization whose members work together to protect, maintain and enhance the opportunity to hunt, fish and enjoy the Colorado Outdoors abiding by a [Code of Ethics](#).
 - [Thundersnow Coffee](#), a company owned by the Schneiders in La Salle, Colorado, began roasting coffee in 2019 after focusing on a healthier lifestyle. They are lovers of the outdoors and have partnered with One Tree Planted, a global not-for-profit dedicated to reforestation. Read more about their [story here](#).
 - [Moss Adventures](#) offers sustainable deluxe basecamps and experience-based adventures to build confidence and self-reliance backed by a legacy of adventure.
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Care for Colorado Coalition Upcoming Events

Join us for the Care for Colorado Coalition Meeting, Thursday, Oct. 7, 2021, from 11am to noon. If you need a invitation sent to you please contact Barb Bowman at barb.bowman@COLORADO.com

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.

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

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Denver, Colorado 80202, (303) 892-3840

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