

Colorado Wildlife Council

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**Date
Issued:**
August 2023

Colorado Wildlife Council

The Colorado Wildlife Council, formed by the state legislature in 1998, was conceived and developed by a diverse coalition of conservationists, outdoor recreationalists, hunters, fishers, farmers, ranchers, and community leaders coming together to ensure a bright future for Colorado's wildlife.

By statute, the Council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

The Colorado Wildlife Council

Dan Gates, East Slope Hunter Representative (Chair)

Tony Bohrer, Counties Representative (Vice Chair)

Eeland Stribling, East Slope Angler Representative

Shyanne Orvis, West Slope Angler Representative

Kelly Weyand, West Slope Hunter Representative

Lani Kitching, Municipalities Representative

Don Anderson, Agricultural Representative

Tim Twinem, Media and Marketing Representative

Brittini Ehrhart-Gemmill, Colorado Parks and Wildlife Representative



A Comprehensive Introduction to The Colorado Wildlife Council

Recent Highlights



#WONANADDY

The national American Advertising Awards program is the advertising industry's largest and most representative creative competition, recognizing creative excellence in the art of advertising. Sponsored by the AAF, the American Advertising Awards competition represents the broadest creative spirit of advertising by recognizing all forms of advertising; in all varieties of media; created by all sizes and types of entrants; and from all over the country. More than 40,000 total entries are entered and judged annually.

The "Ferret Pop-up" TikTok won a silver ADDY at the American Advertising Awards!



Care for Colorado Partnership



- Care for Colorado is education and communication based content to amplify the Colorado Tourism Office responsible travel message through the use of the Care for Colorado Leave No Trace Principles

- The Care for Colorado Leave No Trace Principles

Know Before You Go.

Stick To Trails.

Leave It As You Find It.

Trash the Trash.

Be Careful With Fire.

Keep Wildlife Wild.

Share Our Parks & Trails.

Colorado Rockies 2022 Partnership

2022 Season executions:

- Pre-game video on jumbotron
- In-park signage
- Statue placement
- Kiosk tables
- Towel giveaway on 9/25/22
- First pitch on 9/25/22
- Email blast to Rockies.com subscribers
- 2 posts on Rockies owned social media accounts



Pre-game video on jumbotron



Towel giveaway

Colorado Rockies Partnership



Outfield Wall



L-Bar Signage



After the 2022 season ended, the statues moved to Foothills Mall in Fort Collins where shoppers can view the statues, accompanying informative signs, and scan a QR code to access an AR effect

Colorado Rockies 2023 Partnership

2023 Season executions:

- Pre-game video on jumbotron
- In-park signage
- Mural (with AR effect) located by section 112
- Tote giveaway on 9/17/23
- First pitch on 9/17/23
- Email blast to Rockies.com subscribers
- 2 posts on Rockies owned social media accounts



Moose Mural

Moose Mural AR Effect



Moose & AR Effect created by AJ Davis

Research Highlights

- Conducted the 8th wave of the annual tracking survey in September of 2022
- The 9th wave of the annual tracking survey will begin this September.
- Executed a 4-phase exploratory research project that incorporated both quantitative and qualitative elements to assess the scope and scale of Coloradans' attitudes toward hunting and fishing, while also gauging the nuanced emotional reactions that the public has to any creative content that CWC develops

This is the Wildlife

Previous CWC Campaign

This is the Wild Life

Where hunting and fishing benefit Colorado year-round.

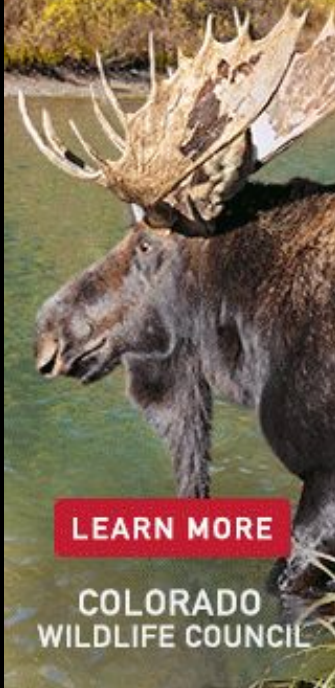


[LEARN MORE](#)

COLORADO WILDLIFE COUNCIL

This is the Wild Life

Paid for by hunting and fishing dollars, Colorado's State Wildlife Areas conserve vital habitat for wildlife.



[LEARN MORE](#)

COLORADO WILDLIFE COUNCIL

This is the Wild Life

Where hunting and fishing benefit Colorado year round.



Colorado's wildlife and landscapes are held in balance by conservation work, funded primarily with hunting and fishing license fees.



COwildlifecouncil.org

Welcome to your State Wildlife Area

This is your wildlife area. Please respect it.



This is the Wild Life



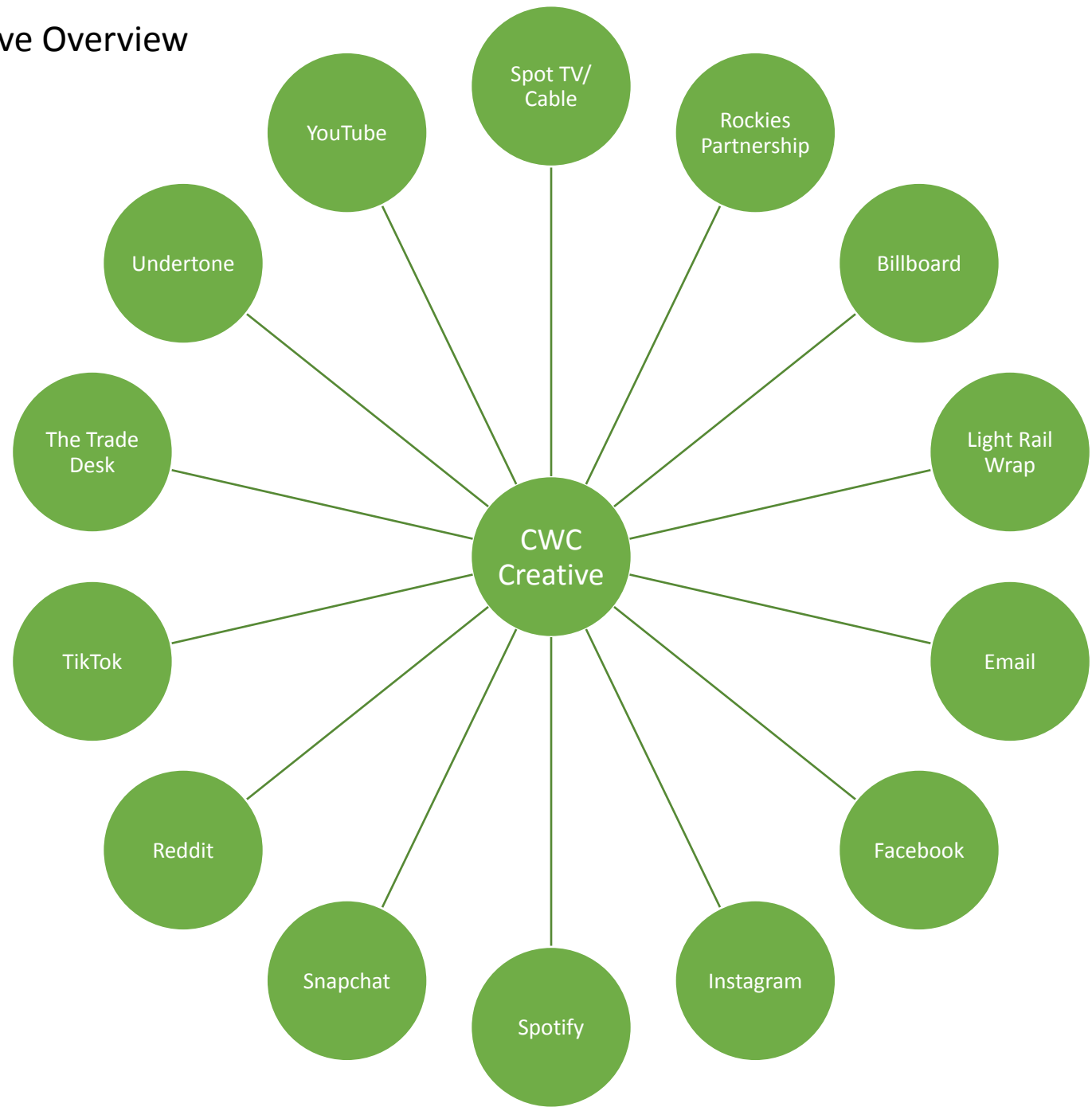
A Day in the Life

New CWC Campaign (Coming Soon)

A Day in the Life Campaign Overview

- The new campaign features CPW officers and biologists and speaks to how hunter and fishing benefit Colorado year-round
- Utilizing Paid Media, Earned Media, Organic Social, Partnerships, Influencers and the Outreach Team

CWC Paid Media and Creative Overview

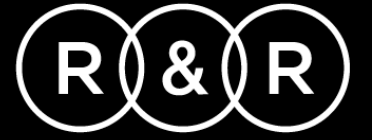


Council Recognition



Thank you, Vice Chair Tony Bohrer, for your dedication and time spent on the council! The Colorado Wildlife Council is thankful for all that you have done and continue to do for Colorado and its wildlife.

**Than
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**Prepared
by:**
R&R
Partners