Since 2012:
The Hug A Hunter campaign has helped extend the mission of the Colorado Wildlife Council, by educating sportsmen and non-sportsmen alike about the benefits of hunting and fishing for our state.

For 2016:
The Hug A Hunter campaign will raise awareness around the role hunters and anglers play in Colorado’s conservation efforts, including the scientific management of wildlife and wildlife habitats. Market research tells us this message resonates with our audience.

CAMPAIGN FAST FACTS:

WHAT AND WHEN?
Fully integrated campaign rolls out now with outdoor billboards, radio and online video starting May 2nd, followed by television June 13th.

WHERE?
See the campaign in all major markets including Denver, Colorado Springs, Grand Junction and Durango. Or view on hugahunter.com.

WHO?
Hunters and Anglers help pay for the management of Colorado wildlife and their habitats. Learn about how they contribute to species conservation at hugahunter.com and help us spread the word by posting the link on your social media pages.

WHY?
The campaign is an ongoing effort of the Wildlife Council, whose mission is to oversee the design of a comprehensive media-based public information program to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing. The program is funded by a 75 cent surcharge on each hunting and fishing license sold in Colorado.
Most non-sportsmen in Colorado don’t realize that revenues from hunting and fishing pay for millions of dollars in wildlife management and habitat costs, or that sportsmen also support thousands of jobs in rural communities throughout the state. To help the general public understand the vital impact of hunting and fishing to our state, the Hug A Hunter public information campaign has used some of the following communications tactics:

**BRAND IDENTITY**

HUG A HUNTER.com
HUG AN ANGLER.com

**ORIGINAL “HUG A HUNTER” TELEVISION SPOTS**

![Original Television Spots](image)

**WEBSITE**

![Website](image)

**ONLINE DISPLAY ADS**

![Online Display Ads](image)

**SOCIAL MEDIA**

![Social Media](image)

**NEW FOR 2016: UPDATED TELEVISION SPOTS**

![Updated Television Spots](image)

**STREET TEAMS**

![Street Teams](image)

**NEW FOR 2016: BILLBOARDS**

![Billboards](image)