
FY26 EVENT RECAPS



**COLORADO
WILDLIFE COUNCIL**

FLYATHALON 2025

Recap:

- Raised \$130k that will benefit Greenback Cutthroat Trout
- Yeti coolers sponsored by CWC helped raise \$35k for Greenback Cutthroat Trout
- Branded CWC Yeti cooler post viewed 700x



ZELINSKY UPDATE - CLAY SHOOT

Recap:

- 25 Participants (capped for space)
- 5 CPW Officers joined
- Nate gave a presentation “... discussing the Council, conservation efforts, and ways we can all work together as ambassadors to help communicate the mission of the Council and the science and conservation efforts supporting science in the wild. To be completely honest, I feel this was one of the best talks I have given, and it truly seemed to resonate with the audience.”
- CPW staff meshed with the public, leading to great discussions!
 - “ Discussions around conservation, public perception, and wildlife management happened naturally, and many of the barriers that can exist between CPW and the public seemed to break down.”

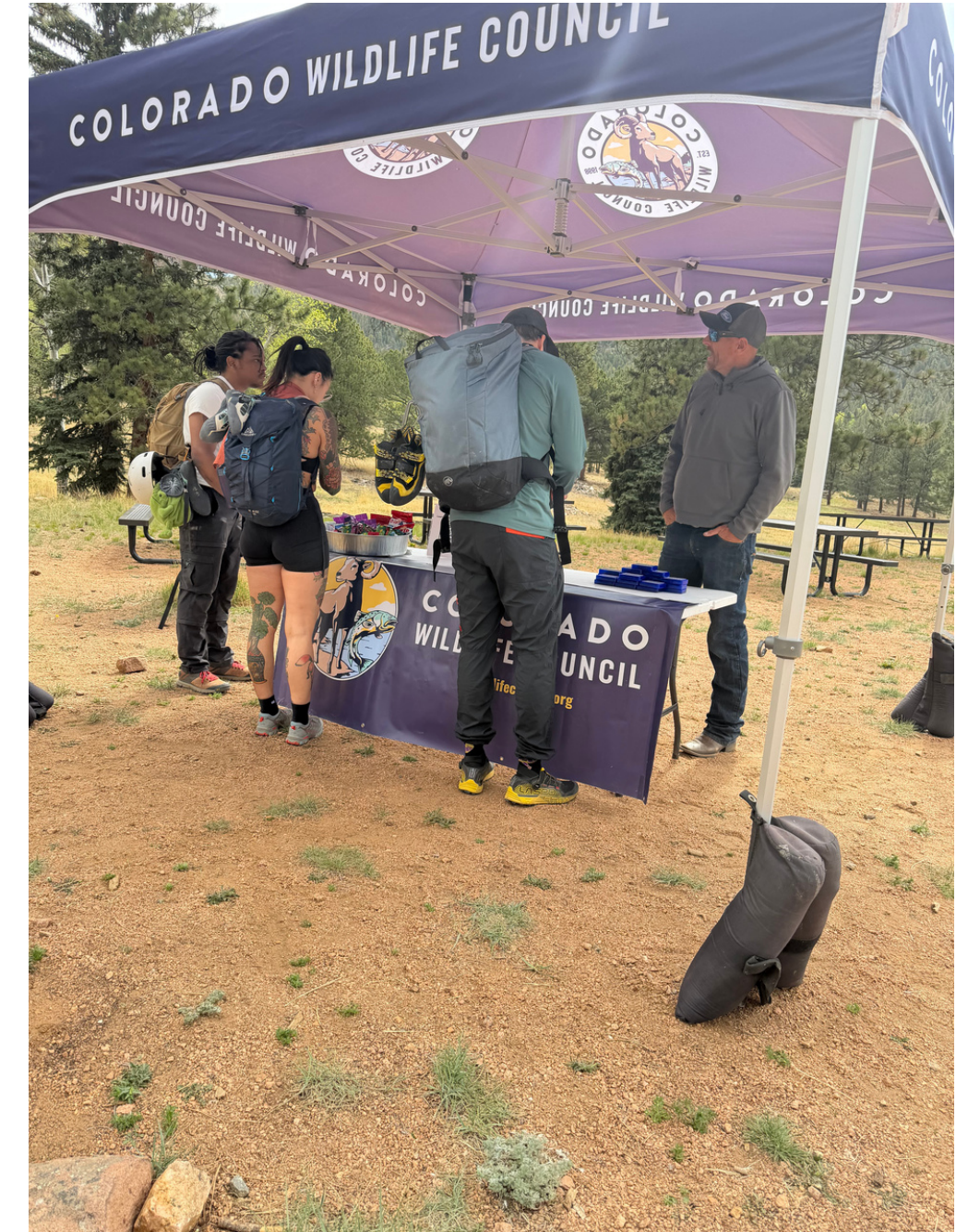


ZELINSKY UPDATE - STAUNTON STATE PARK

TRAILHEAD ENGAGEMENT

Recap:

- Engaged with hikers, mountain bikers, & climbers
- Engaged with 523 people
- Nate comment: “Everyone expressed a love for wildlife, though only a small handful actively hunted or fished. This created a great audience for engagement because people were curious, asked thoughtful questions, and were very open to conversation. The organic discussions throughout the day were incredibly valuable.”



5 POINTS FILM FESTIVAL

Recap:

- Total tickets = 4,323
- 145,672 unique individuals reached
- 301,819 total impressions
- 27,048 post engagements
- 372,344 emails delivered
 - 41% open rate
- 19,501 social followers
- Audience profile:
 - 35-44 age bracket & 25-34
 - 57/43 male to female split



COLORADO OUTFITTERS ASSOCIATION

Recap:

- Mailed 29,870 magazines
- Banquet attendance 350
- Lani spoke at the banquet
- Listed on webpage



T H A N K Y O U !
