

NEWS RELEASE

June 7, 2021

FOR MORE INFORMATION

Name: Becky Leinweber

Title: Executive Director, Pikes Peak Outdoor Recreation Alliance

Email: becky@ppora.org

Phone (719) 648-4798



PPORA Announces a Collaborative Campaign for Respect in the Outdoors

COLORADO SPRINGS, Colo. June 7, 2021-- The Pikes Peak Outdoor Recreation Alliance (PPORA) announces its launch of a collaborative community campaign to encourage those enjoying outdoor recreation in the Pikes Peak region to respect both the resource and one another.

The Pikes Peak region, along with the rest of the Colorado front range, has experienced significant growth in outdoor recreation use over the past several years. The pandemic has only magnified this growth and created many new recreational users.

Becky Leinweber, PPORA Executive Director, stated, "The great news is that so many are experiencing the tremendous benefits to their health and well-being by spending time outdoors and our communities are enjoying the economic benefits of a strong outdoor economy. The bad news is that this increased volume, and some poor outdoor ethics, is diminishing the experiences of all users and having negative impacts to our natural and recreational resources."

PPORA is bringing land managers, industry, and community partners together to focus on education and awareness to help minimize these impacts through a collaborative campaign, the central focus of which is Leave No Trace principles. A Campaign Toolkit serves as a resource for anyone who wants to share the messaging and encourage residents and visitors to recreate respectfully and responsibly and includes videos, social posts, images, leaders available for interviews, and much more! Learn more and access the Campaign Toolkit here: <https://ppora.org/respect-campaign-resource-toolkit>.

ABOUT PIKES PEAK OUTDOOR RECREATION ALLIANCE (PPORA)

Pikes Peak Outdoor Recreation Alliance's mission is to strengthen the outdoor recreation industry for the Pikes Peak region through leadership and collaboration. Visit www.ppora.org to learn more about the organization and www.pikespeakoutdoors.org for information and resources to better enjoy the outdoors in the Pikes Peak region.