

# For the love of Colorado

## ENDORSEMENT

**WATER IN COLORADO** Water is one of those important, bi-partisan issues that touches every person and community within our state. With Colorado’s population expected to reach 8.5 million by 2050, there is widespread recognition that our water resources will be critically important to our future. By some calculations, we could have a shortfall of water for over one million people by mid-century.

Colorado’s Water Plan articulates solutions to address these challenges but has an annual \$100 million funding gap. Key state priorities related to healthy rivers, water quality, conservation and efficiency, infrastructure, productive agriculture, and inter-state compact obligations do not have adequate funding.

An informal forum of state leaders representing a broad variety of perspectives—environment, recreation, business, agriculture, local government, and major utilities—has come together to find a way to fund the annual \$100 million funding gap. This coalition, now called For the Love of Colorado, agrees that public education about the supply and demand challenges facing the state will be essential to any effort seeking to create a new revenue stream for fully implementing the water plan. This coalition will be launching a statewide education campaign in January 2020.

**PUBLIC EDUCATION CAMPAIGN** Coloradans are generally not aware of the looming challenges the state faces in water supply and planning. Research shows that when Coloradans are made aware of such water challenges they are compelled to both change their own water use and support funding efforts aimed at finding solutions. This public education effort has four primary objectives:

- Make Coloradans aware of the water challenges as well as the solutions identified in Colorado’s Water Plan
- Inspire Coloradans to speak out in support of these solutions
- Encourage Coloradans to become more water efficient
- Encourage Coloradans to support full implementation of Colorado’s Water Plan

**As a leader we invite you to join us by signing this endorsement and adding your name and organization to the list of supporters for the For the Love of Colorado campaign.**

**For the Love of Colorado will provide updates on the campaign as well as ways to be involved (i.e. social media, customer engagement, joining the Advisory Committee, or by making a financial commitment).**

**An endorsement does not prompt any of these additional opportunities, nor does it commit individuals, organizations or businesses to support of any of the funding mechanisms that may be pursued to fully fund the water plan.**

**NAME** \_\_\_\_\_

**BUSINESS** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

## **YES, I SUPPORT FOR THE LOVE OF COLORADO**

I approve the use of my name or business/organization name and logo as listed above and have the authority to do so. I understand my name, business/organization and logo may be published in materials supporting the statewide For the Love of Colorado education campaign and that it may be used in a press releases, advertisements, or media events.

### **WE ARE INTERESTED IN LEARNING MORE ABOUT:**

- Joining the Advisory Committee
- Helping the campaign with media outreach through Op/Eds or interviews with reporters
- Participating in communications about the campaign through TV or billboard advertising
- Supporting the campaign financially
- Business Endorsers: Learning about In-Kind contributions we can make (customer engagement, events with employees, displaying campaign materials at your location(s)).

### **FOR MORE INFORMATION PLEASE CONTACT:**

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**For the love of Colorado** 

