

RECREATE RESPONSIBLY

ABOUT THE RECREATE RESPONSIBLY CAMPAIGN

Recreate Responsibly is an overarching campaign that aims to promote responsible tourism in Missoula and throughout the state of Montana. While our primary focus is on outdoor recreation, it extends to all areas of tourism with a message of respect and mindfulness.



Missoula is known for its immediate access to outdoor recreation, and the seamless integration of city life and nature. Exploring the great outdoors is part of our culture here, and with that comes great responsibility. By recreating responsibly, we can maximize our time in Missoula and minimize our impact on the natural landscapes we enjoy.

Recreating responsibly means many things—leaving no trace, staying on designated trails and packing proper supplies, for starters. It also means respecting all the people, places and wildlife we encounter while in Missoula and the surrounding area. Our goal is to encourage visitors and locals alike to take responsibility and explore mindfully in order to stay safe and protect this place.

HOW YOU CAN HELP

You can do your part to promote responsible tourism by spreading the “Recreate Responsibly” message. Remember to include language about responsible recreation whenever applicable, and utilize the social media graphics and copy in this kit for an easy way to spread awareness on your social media channels.

HASHTAGS

#RecreateResponsibly
#MontanaAware
#ProtectThisPlace

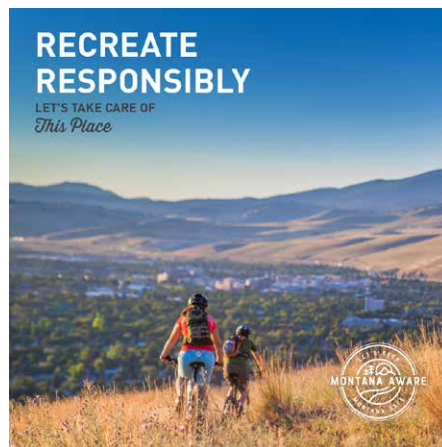
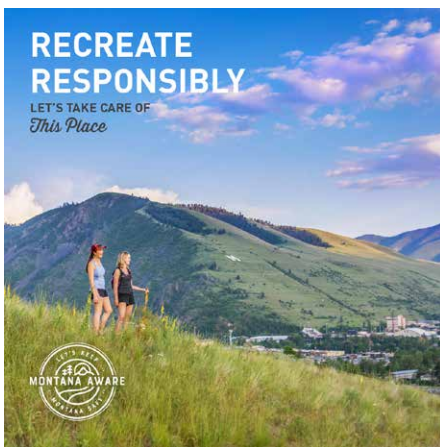
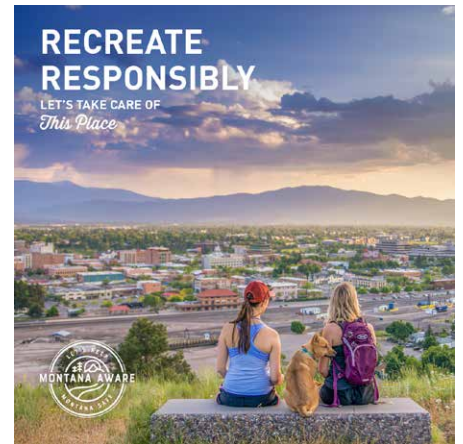
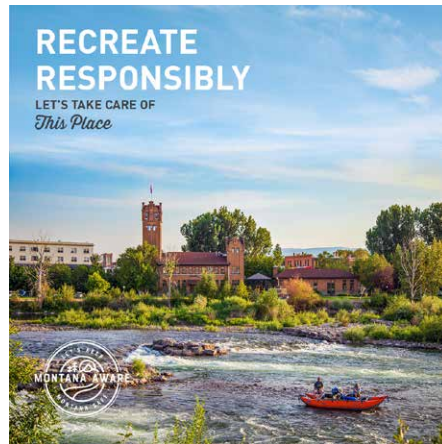
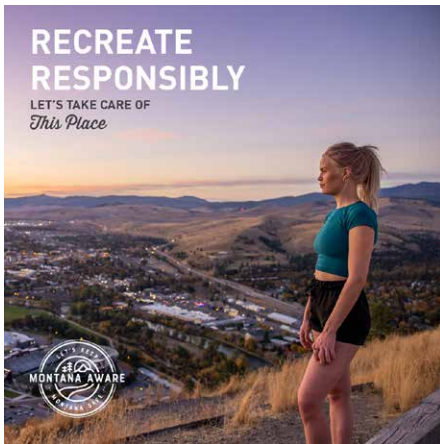
SOCIAL MEDIA IMAGES

<https://www.dropbox.com/sh/51rtfqcs56lw7ay/AACHLDf10hKDIqzn-8nuEuQNa?dl=0>

SOCIAL MEDIA COPY: GENERAL

1. Let's protect this place and keep Missoula beautiful, sustainable and accessible for generations to come. Learn more at destinationmissoula.org/recreateresponsibly.
2. Whether you're on a weekend getaway or you call Missoula home, remember to recreate responsibly as you explore this magical mountain town. Learn more at destinationmissoula.org/recreateresponsibly.
3. Recreate responsibly and help us protect this place by leaving no trace, staying on designated trails, following local safety guidelines and respecting those around you. Learn more at destinationmissoula.org/recreateresponsibly.
4. Help us protect this place by staying safe and recreating responsibly as you explore all that Missoula has to offer, indoors and out. Learn more at destinationmissoula.org/recreateresponsibly.

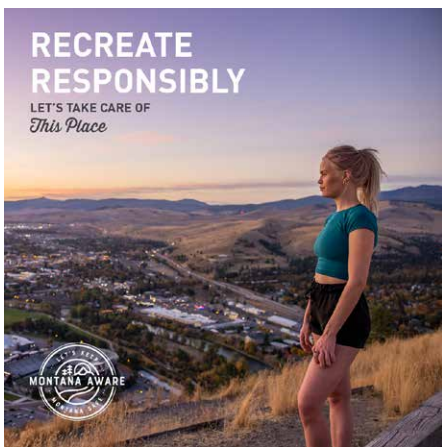
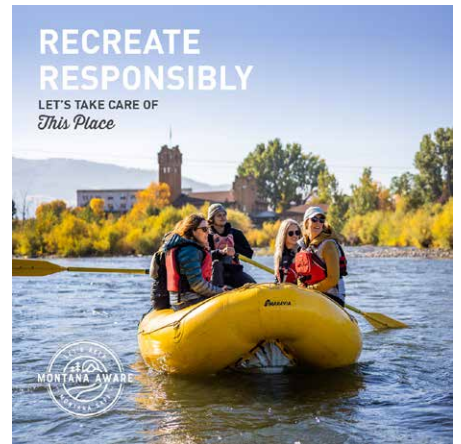
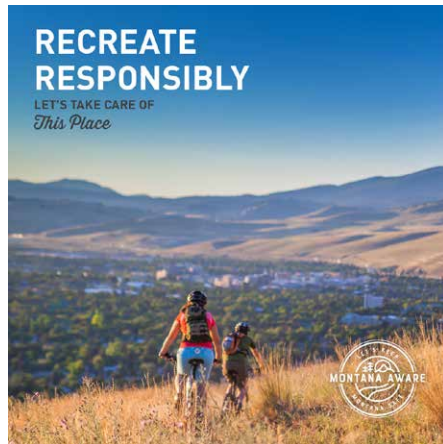
SOCIAL IMAGES



SOCIAL MEDIA COPY: FALL

1. Missoula puts on a show every year as the leaves change colors, making our outdoor adventures even more vibrant. Just remember to recreate responsibly this fall by staying on designated trails, leaving no trace and respecting those around you. Learn more at destinationmissoula.org/recreateresponsibly.
2. The leaves are changing, and the smell of seasonal brews and food fills the air! Just remember to recreate responsibly as you enjoy fall in Missoula. Learn more at destinationmissoula.org/recreateresponsibly.
3. Join us in recreating responsibly this fall and do your part to keep Missoula and the surrounding wilderness healthy and happy. Learn more at destinationmissoula.org/recreateresponsibly.
4. There's nothing quite like fall in Missoula. Stay safe and have fun all season long by recreating responsibly—learn more at destinationmissoula.org/recreateresponsibly.

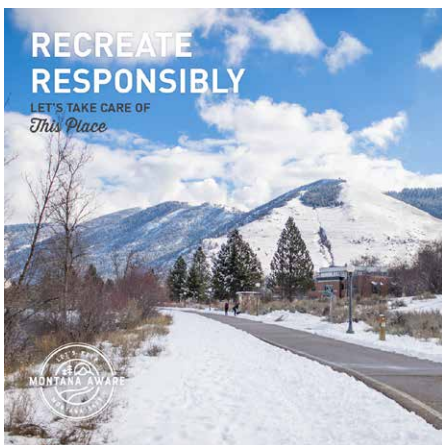
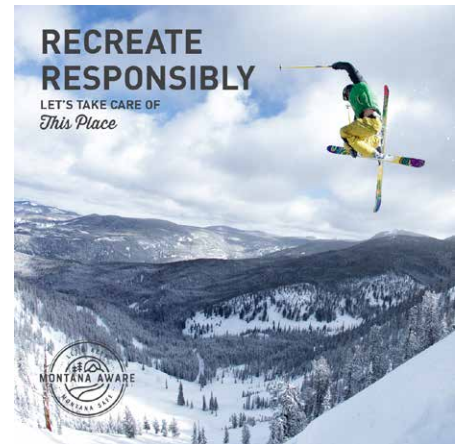
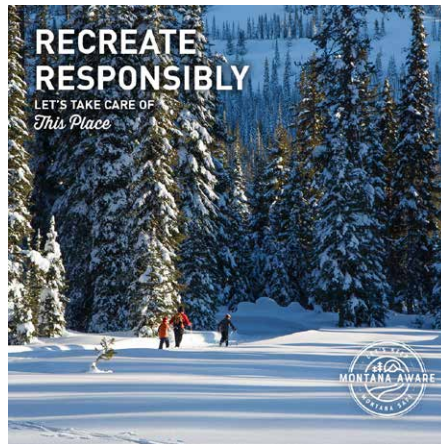
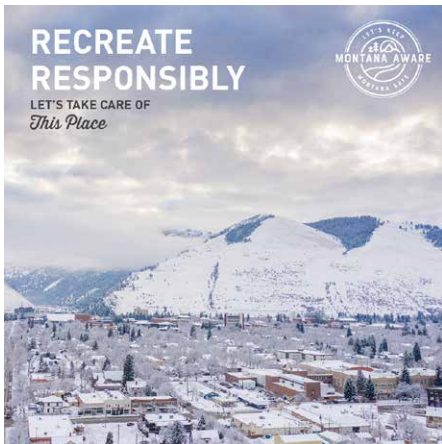
SOCIAL IMAGES



SOCIAL MEDIA COPY: WINTER

1. Remember to recreate responsibly, stay safe and (most importantly) have fun as you explore Missoula this winter. Learn more at destinationmissoula.org/recreateresponsibly.
2. Missoula is a winter wonderland where folks can ski, sled, snowshoe and more all season long. Just remember to recreate responsibly and stay up to date on current weather and conditions. Learn more at destinationmissoula.org/recreateresponsibly.
3. Whether you're hitting the slopes or going for a tranquil walk in the woods, remember to recreate responsibly as you explore Missoula this winter. Learn more at destinationmissoula.org/recreateresponsibly.
4. Stay safe this winter by recreating responsibly! That means leaving no trace, staying up to date on current conditions, and following the best safety practices for every snow sport. Learn more at destinationmissoula.org/recreateresponsibly.

SOCIAL IMAGES



SOCIAL MEDIA COPY: WATER RECREATION

1. Stay safe on and off the water by recreating responsibly! That means leaving no trace, staying up to date on current conditions, and respecting those around you. Learn more at destinationmissoula.org/recreateresponsibly.
2. Water recreation is huge in Missoula—we raft, float, fish, swim, kayak, and even surf. Just remember to recreate responsibly as you enjoy the water. Learn more at destinationmissoula.org/recreateresponsibly.
3. Whether you're going for a quick swim or a full day rafting trip, remember to recreate responsibly. Learn more at destinationmissoula.org/recreateresponsibly.
4. Protect this place and recreate responsibly as you swim, kayak, float, raft or surf on Missoula's rivers. Learn more at destinationmissoula.org/recreateresponsibly.

SOCIAL IMAGES

