



Elevate Conservation: Outdoors for All Summer 2024 Celebration Helps Kick off the Outside Festival in Denver

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Contact: Anna Peterson, anna@conservationcommunications.org, 612-735-2402

PHOTOS AND VIDEOS

Denver, CO: Tonight, May 30, 2024, a coalition of over 20 conservation organizations, outdoor advocacy groups, and outdoor industry companies gathered with over 200 attendees for the 6th annual [Elevate Conservation: Outdoors for All](#) at the Basecamp at Market Station in Denver. The event's goal has been to foster and maintain the integral roles that conservation, climate change mitigation, sound public lands policies, and equity play in supporting a successful outdoor industry. The focus of the evening was to help kick off the Outside Festival, happening this weekend in Denver, and to "honor the intersection of outdoor recreation and conservation, celebrate the ways we already work together, challenge ourselves to do more, and acknowledge how equitable policies are good for us all."

Musicians included a welcome by the Denver Singers, a Native American drum and dancing group started in the 1970s that is composed of many different tribes and is now in their 2nd and 3rd generations of singers. DJ Adrian Garcia also played.

As with past events, the Elevate Conservation: Outdoors for All coalition of organizations and businesses honored the work of some people and organizations and offered space for those organizations to introduce themselves to participants along with how we can take action to support the honorees' work.

This year's honorees included the Cheyenne & Arapaho Tribes for their leadership in the renaming of Mt. Blue Sky with Fred Mosqueda, Arapaho Culture coordinator, and Chester Whiteman, Cheyenne Culture Coordinator, from the Tribes attending and accepting the award. Governor Polis and the coalition of groups and legislators who worked for the creation of the landmark Climate Resilient Wildlife and Land Fund and for expanding the important conservation easement tax credit program were also honored. Additionally, Diane Regas, the retiring CEO and President of Trust for Public Land (TPL), was honored for her leadership and commitment to connecting everyone to the benefits and joys of the outdoors. During her tenure, TPL created dozens of new outdoor places in Colorado, from Fishers Peak State Park near Trinidad to a new teen-centered park in Denver's Westwood neighborhood.

Conor Hall, Director of the Colorado Office of Outdoor Recreation emceed the event.

Gov. Reggie Wassana, Cheyenne and Arapaho Tribes said, *"The Cheyenne and Arapaho Tribes appreciate the recognition given by Elevate Conservation: Outdoors for All organization in our traditional homelands of Colorado. Our renaming efforts of Mt. Blue Sky are a testament to the Cheyenne and Arapaho's perseverance and healing. We thank all the community partners, local Coloradans, other tribal nations, the Blue Sky Coalition, the U.S. Board of Geographic Names, Gov. Jared Polis, Rep. Brittany Pettersen, Sen. John Hickenlooper, Sen. Michael Bennet, and Rep. Joe Neguse for their collaboration on this vital renaming."*

"Coloradans love conservation and ensuring our great outdoors are welcoming and accessible to all. The Wilderness Society is proud to play a part in the Elevate Conservation: Outdoors For All event, where we brought together outdoor recreation industry, conservation and equity advocates, and political leaders to call attention to our collective successes and the work still to be done. Congratulations to the 2024 honorees including the Cheyenne & Arapaho Tribes for their leadership on renaming Mt. Blue Sky and Governor Polis for his land conservation accomplishments and commitment to Colorado's Outdoor Equity Grant Program," said **Jim Ramey, Colorado State Director of The Wilderness Society.**

"Congratulations to this year's honorees, whose work has furthered our state's commitment to making our public lands accessible to more Coloradans while protecting and conserving our incredible natural resources. We are inspired by their accomplishments, which will have lasting impacts in the years and decades to come, and look forward to our continued partnership with Elevate Conservation. Our shared commitment to conservation and 'outdoors for all' is critical to the continued vibrancy of outdoor recreation in Colorado," said **Conor Hall, Director of the Colorado Outdoor Recreation Industry Office.**

Organizations and brands participating included: Outside, Inc., GreenLatinos, Next 100 Coalition Colorado, Colorado Parks and Wildlife, MiiR, Basecamp at Market Station, Conservation Communications, The Wilderness Society, Trust for Public Land, Protect the Dolores Coalition, Conservation Colorado, Colorado Outdoor Recreation Industry Office, The Nature Conservancy, NRDC, Conservation Lands Foundation, TOPO Designs, American Whitewater, Bears Ears Inter-Tribal Coalition, KleanKanteen, Fat Tire.

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For more information on the event participants and sponsors, see here: www.elevateconservation.com

Since 2018, [Elevate Conservation: Outdoors for All](http://www.elevateconservation.com), has brought together over 50 Colorado and national conservation organizations, outdoor industry companies, and diverse community leaders as hosts to honor the intersection of outdoor recreation and conservation, celebrate the ways we already work together, challenge ourselves to do more, and acknowledge how equitable policies are critical to our long term success.

We have come together to foster and maintain the integral roles that conservation, climate change mitigation, sound public lands policies, and equity play in supporting a successful outdoor industry.