

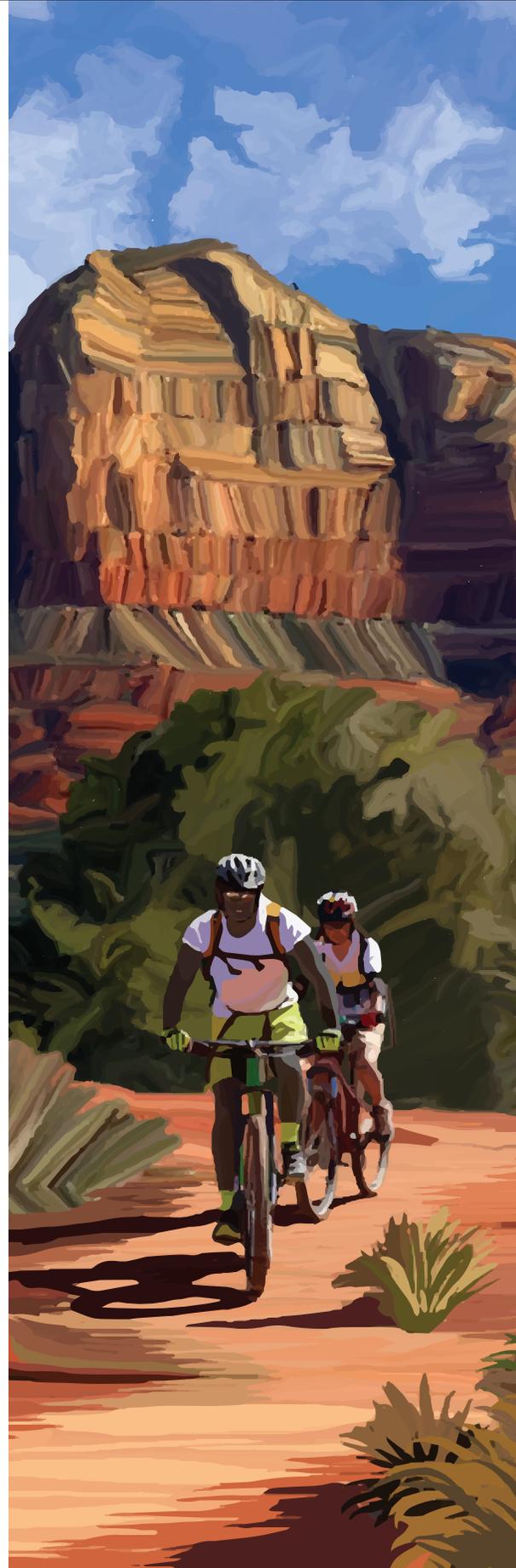
# APPRECIATE **AZ**

## PARTNER TOOLKIT



**ARIZONA**  
THE GRAND CANYON STATE

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Arizona is an explorer's dream with places that defy the senses and experiences that create long-lasting memories. But travel inevitably has an impact on destinations and their surroundings.

To help protect Arizona's natural icons and diverse landscapes, the Arizona Office of Tourism forged a partnership with the Leave No Trace Center for Outdoor Ethics to promote sustainable tourism. This partnership led to the creation of Appreciate AZ.

Appreciate AZ is Arizona's brand for responsible tourism. This program ensures we are doing our part to educate visitors and residents on how to recreate responsibly in Arizona and to keep our state beautiful for this and future generations.

The assets within this toolkit are meant to help educate residents and visitors on the Seven Principles of Appreciate AZ. They were designed to capture the eye and tell a story.

This toolkit was built for you, our industry partner, to help us spread the Appreciate AZ message. Please protect the Appreciate AZ brand and use of these assets by following the guidelines provided in this document.

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Flat: 11.875" x 9"

**A**rizona is an explorer's dream, with places that defy the senses and experiences that create long-lasting memories. But travel inevitably has an impact on destinations and their surroundings.

To protect Arizona's natural icons, the Arizona Office of Tourism has partnered with the Leave No Trace Center for Outdoor Ethics. Together, we're working to promote sustainable tourism for Arizona and future generations of travelers.



APPRECIATEAZ | ARIZONA THE GRAND CANYON STATE | Leave No Trace

[AppreciateAZ.com](http://AppreciateAZ.com)

COALITION PARTNERS:








APPRECIATEAZ







**PEOPLE FORM LASTING CONNECTIONS WITH NATURE WHEN THEY UNDERSTAND HOW TO PROTECT IT. HERE ARE THE SEVEN PRINCIPLES OF APPRECIATE AZ ANYONE CAN USE TO TAKE CARE OF THE OUTDOORS.**

**N01 PLAN AHEAD AND PREPARE**

There's so much more than just desert in Arizona. Planning ahead and preparing for the state's diverse terrain and temperatures means you'll be able to safely experience all that Arizona has to offer.

**N05 BE CAREFUL WITH FIRE**

Minimize fire impacts by using only designated fire pits and keeping your campfire small, safe and attended. Arizona's hot, dry climate is perfect to catch a blaze, making this principle ever so important.

**N02 STICK TO TRAILS**

Wander with wonder, but please stick to the trails and camp only on existing or designated campsites. When you minimize your impact, you protect plants, animals and yourself.

**N06 RESPECT WILDLIFE**

Arizona's great outdoors is home to more than 800 species of wildlife. It's best to observe them from a distance, so be prepared to stop and let the wildlife stay wild.

**N03 TRASH YOUR TRASH**

Ecosystems are delicate and even organic trash can have a negative impact. So, when it comes to trash and waste, pack it in and pack it out.

**N07 SHARE THE OUTDOORS**

Arizona's landscapes provide the perfect backdrop for reflection. Respect others and their unique connection to the land. Let's all enjoy the natural world together.

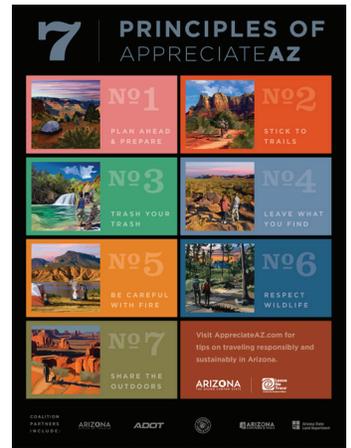
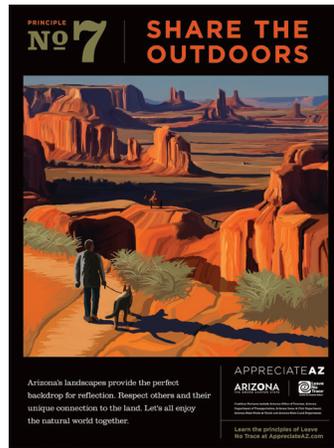
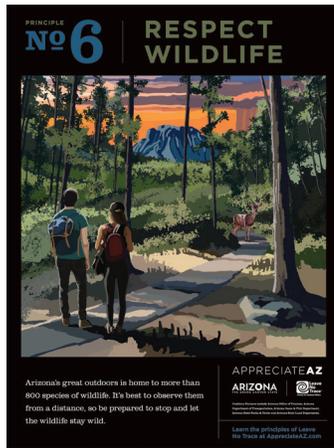
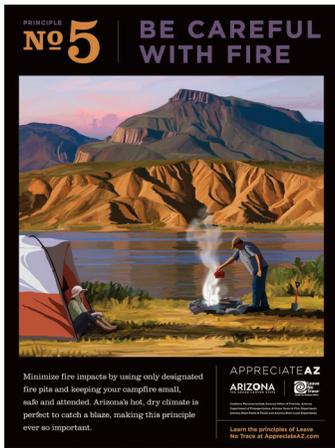
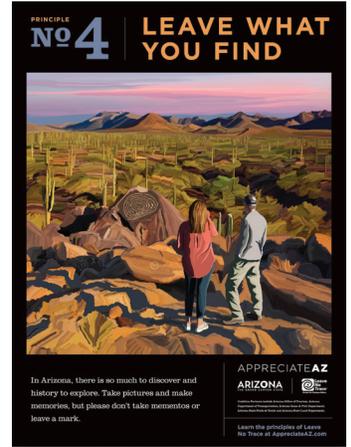
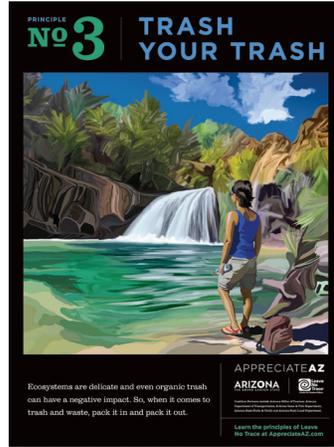
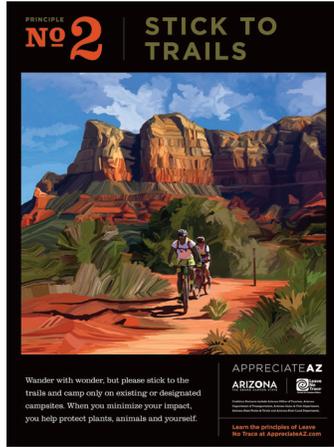
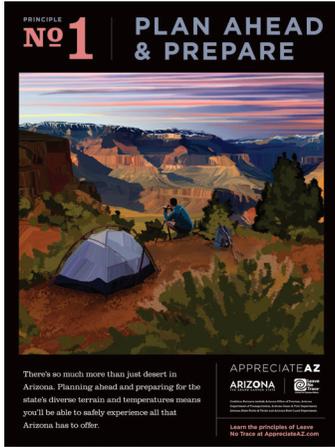
**N04 LEAVE WHAT YOU FIND**

In Arizona, there is so much to discover and history to explore. Take pictures and make memories, but please don't take mementos or leave a mark.

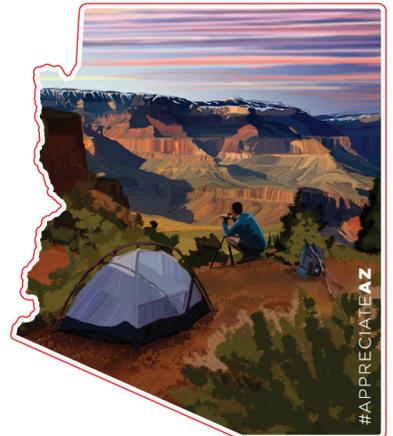
Visit [AppreciateAZ.com](http://AppreciateAZ.com) for tips on traveling sustainably in Arizona.




Posters: 18" x 24"



Sticker: 1.9" x 2.3"



# SAMPLE SOCIAL MEDIA POSTS

*Following are messages that can be used in your social media channels to educate Arizona residents and travelers about Appreciate AZ. Feel free to add your own hashtag to the mix. We'd appreciate if you included #VisitArizona into the mix as well.*

**POST #1**

Connect with nature then help protect it. ❤️ Follow the seven principles of Leave No Trace for sustainable Arizona adventures! #AppreciateAZ #VisitArizona

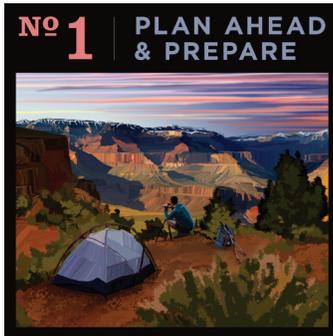
**POST #2**

We've partnered with @visit\_arizona and @leavenotracecenter for the ultimate guidebook on sustainable Arizona adventures! Learn how you can #AppreciateAZ. 🌲

**POST #3**

Keep these Seven @leavenotracecenter Principles in mind when venturing throughout Arizona. Let's take care of the Grand Canyon State together. #AppreciateAZ #VisitArizona

**Principle Specific Posts:**



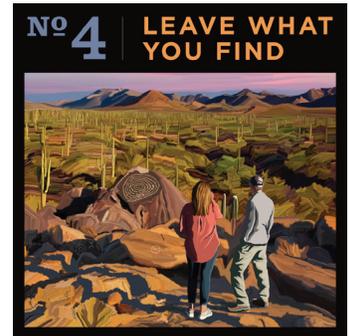
**No 1 PLAN AHEAD & PREPARE**  
Planning Ahead and Preparing for our state's diverse terrain means you'll be able to safely experience all that Arizona has to offer – including the grandest of canyons. ❤️ #AppreciateAZ #VisitArizona



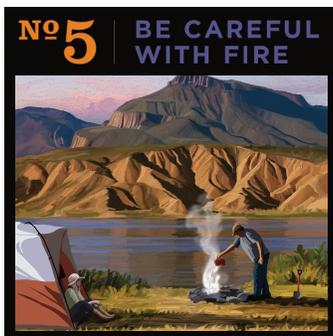
**No 2 STICK TO TRAILS**  
Stick to the Trails when venturing outdoors. 🌲 By minimizing your impact, you'll help protect plants, animals and yourself. #AppreciateAZ #VisitArizona



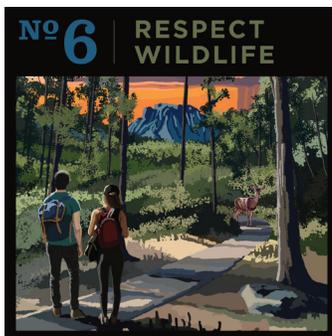
**No 3 TRASH YOUR TRASH**  
Trash your Trash! 🗑️ Pack out everything you pack in to safeguard our delicate ecosystems. #AppreciateAZ #VisitArizona



**No 4 LEAVE WHAT YOU FIND**  
Leave What You Find – take pictures and make memories, but don't take mementos or leave a mark. And please respect our iconic cacti, they've been here longer. 🌵 #AppreciateAZ #VisitArizona



**No 5 BE CAREFUL WITH FIRE**  
Be Careful With Fire 🔥 Only use designated fire pits and always attend to your campfire. Our forests thank you. #AppreciateAZ #VisitArizona



**No 6 RESPECT WILDLIFE**  
Let wildlife stay wild! Arizona is home to more than 800 species of wildlife and while they're awfully cute, make sure to admire from afar. 🐾 #AppreciateAZ #VisitArizona



**No 7 SHARE THE OUTDOORS**  
Share the Outdoors! Arizona's landscapes are the perfect backdrops for reflection – be mindful of everyone's personal connection to the land so we can all enjoy it together. 🌄 #AppreciateAZ #VisitArizona

# ILLUSTRATION USAGE GUIDELINES



Fossil Creek



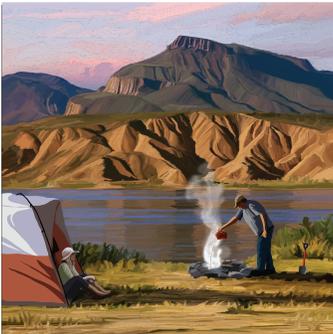
Grand Canyon



Monument Valley



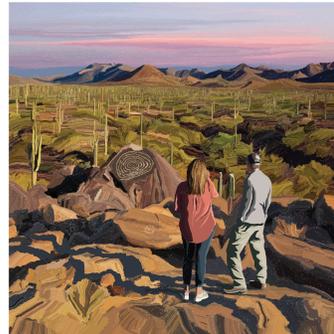
Prescott Hiking



Roosevelt Lake Camp



Sedona Biking



Tucson Petroglyphs

**Don't**  
change the color of  
the illustrations



**Don't**  
change the illustrations  
to black and white



**Don't**  
crop or distort the  
illustrations



**Don't**  
put your logo or text on  
the illustrations



*These are the key messages to be used in any speaking engagements and/or press interviews.*

- The Arizona Office of Tourism is launching a new campaign titled “Appreciate AZ” in partnership with Leave No Trace that focuses on preserving Arizona’s landscapes.
- Whether you’re taking an early morning hike or camping overnight, this campaign will guide you on how to take care of the Grand Canyon State.
- There are seven Leave No Trace principles – everything from planning ahead and respecting wildlife to fire safety and sharing the outdoors.
- “Appreciate AZ” highlights Arizona-specific guidelines, such as protecting petroglyphs found throughout the state and respecting our iconic cacti.
- The places featured in the campaign are all spots we know Arizonans love to visit, so we’re providing information on how to do so responsibly to protect its beauty.
- As the weather is cooling down and more people are venturing outdoors, this will guide you on how to visit and enjoy these spots while also maintaining natural resources.
- Arizonans are lucky to have some of the most beautiful landscapes in the world in their very own backyard, this campaign is to help us preserve these places.
- To learn more about how you can leave no trace when exploring Arizona’s outdoors, visit [AppreciateAZ.com](https://www.appreciateaz.com).
- The Arizona Office of Tourism has partnered with Arizona State Parks & Trails, Arizona State Lands, Arizona Game & Fish Department, and Arizona Department of Transportation to expand the Appreciate AZ message and promote responsible tourism and recreation messages across Arizona.

To order the collateral shown in this toolkit, please visit:

<https://forms.gle/H7piRRJoiNt7tYNs5>

To download the social media graphics shown in this toolkit, please visit:

<https://tourism.az.gov/leavenotrace/>

For questions or additional information, please contact:

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602-364-3724

[kcouchon@tourism.az.gov](mailto:kcouchon@tourism.az.gov)