



In order (L to R): © Dana Romanoff, © Todd Keith, © Tetra Images/Alamy

Park Friends in the Colorado River Basin

Background

NPCA's Colorado River program, launched in 2011, harnesses the iconic power of national parks, their broad public and political support, their capacity to engage and educate, as well as protect and improve the health of the land and waterscapes within which national parks reside. As part of NPCA's larger landscape conservation campaign, this program aims to expand the range of voices of those who love parks and care about the long term health of the rivers that run through them.

The Colorado River is the most important source of water in the west. If you live in Arizona, California, Colorado, New Mexico, Nevada, Utah, or Wyoming, then you are one of the 30 million who rely on its water every day. Demand for Colorado River water now exceeds supply and water levels across the basin have dropped by 20% over the last 11 years.



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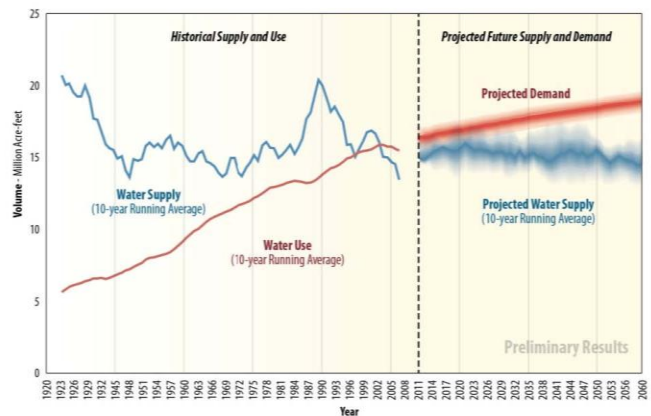


Figure 1- Bureau of Reclamation CRBSS Supply Imbalance

The challenges of the Colorado River basin are large, complicated, and looming. If we do nothing, by 2020, the river will not have enough water to sustain the myriad of uses, including the enjoyment of our national parks.

NPCA wants to ensure that the long term health of both the national park units and the rivers that sustain them are part of the discussions for practical, cost-effective ways to strengthen the river for generations to come. This is a critical time for parks, the opportunities and



National Parks Conservation Association®
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777 6th Street NW • Suite 700 • Washington, D.C. 20001

202.223.NPCA (6722) • Fax 202.454.3333 • npca@npca.org • www.npca.org

enjoyment of millions of visitors, and the ability to sustain the economic benefits these parks contribute to the regional economy.

CO River Basin National Parks Matter!

The nine national park units within the Colorado River basin are impacted by the management choices for the Colorado River. The parks represent our shared legacy of extraordinary landscapes and landmarks across the nation. Importantly, they act as stewards for the river(s) running through them and provide a myriad of tangible benefits to aquatic and terrestrial habitats, native fish species, cultural site preservation, and adjacent human communities. Colorado River basin park units are also linked to the thriving recreation and tourism industry that is a fundamental pillar of our western economy.

Recreation and Tourism Jobs in Colorado River Basin States	800,000
Total Recreation Visits to Colorado River Basin Parks (2009)	19.6 Million
Total Visitor Spending (2009 data, 2010 dollars)	\$ 1.26 Billion

Goals of Park Friends:

- Inform those who care about parks and the long term health of the Colorado River and its tributaries understand the challenges we are facing, the options about what can be done, and how we can go about it.
- Protect and promote jobs related to parks – concessionaires, lodging, recreation, and tourism – the foundation of our western economy.
- Use our collective voice to let State officials, the Department of Interior Secretary, and the White House know the importance of parks to our communities.

Join Park Friends Today!

- Joining Park Friends of the Colorado River basin means you support the protection of national parks and the healthy river flows parks depend on throughout the Colorado River basin.

- You'll receive updates about the education, outreach, and advocacy work NPCA and its allies are doing across the Colorado River basin. You will be provided with opportunities to take action, attend events, and engage with NPCA and other national park and Colorado River advocates on a regular basis. Please note that NPCA will never sign your name without explicit permission.
- Join Park Friends today by visiting: <http://www.npca.org/parkfriendscoalition>

For More Information

Contact
 Meghan Trubee
 Colorado River Senior Campaign Manager
 1536 Wynkoop St., #4A-6
 Denver, CO 80202
 O; 303.405.6720
 C: 303.594.5286
mtrubee@npca.org

David Nimkin
 Senior Regional Director
 Southwest Region
 307 West 200 South, Ste. 500
 Salt Lake City, UT 84101
 O: 801. 521.0785
 C: 518.1270
dnimkin@npca.org

Or visit NPCA online at: www.npca.org.

Since 1919, the nonpartisan National Parks Conservation Association (NPCA) has been the leading voice of the American people in protecting our national parks. With 360,000 members and supporters, NPCA is the largest independent, membership organization dedicated to protecting the natural, cultural, and historic treasures of our National Park System. Our mission is to protect and enhance our national parks today for our children and grandchildren tomorrow.

