



## Love Your ADK Tool Kit

Education is key in bridging the gap between tourism and environmental stewardship. To help, ROOST is offering a toolkit containing a set of Love Your ADK web banners and social posts for Adirondack businesses to use. These will help promote the new Love Your ADK site, an initiative to help educate first time outdoor recreators on Leave No Trace principles and other Adirondack information.

The Love Your ADK site contains the Leave No Trace Seven Principles, Adirondack 101 information, and the Love Your ADK Pledge. The pledge asks those who sign via the website to follow eight guidelines when recreating to help preserve the Adirondacks for all users. Utilizing this Toolkit along with Outdoor Update pages on the ROOST website, businesses are encouraged to download the Love Your ADK banners and posters for unlimited use on their websites and social media channels. We also encourage the use of the hashtag #LoveYourADK when posting to social media.

These tools are designed to help encourage responsible recreation to those who enjoy our outdoors and, most importantly, provide vital education for helping to preserve the wonderful and irreplaceable Adirondack wilderness.

### Important Info:

LoveYourADK Site - <https://www.loveyouradk.org/>

Take the Pledge - <https://www.loveyouradk.org/pledge>

Love Your ADK Toolkit - <https://www.loveyouradk.org/toolkit> or <https://www.roostadk.com/toolkit>

ADK 101 - <https://www.loveyouradk.org/adk-101>

For outdoor updates regarding notices and closures - <https://www.roostadk.com/outdoor-updates>

**Hashtags** - #LoveYourADK

If you have any questions regarding this toolkit, please contact:

 Savannah Doviak  [savannah@roostadk.com](mailto:savannah@roostadk.com)