



## Campaign Overview

### About

The I Love Boulder campaign is a citywide, community project celebrating the cultural, traditional and happily unconventional characteristics of Boulder life, work and play. Designed to promote pride and affinity among Boulder's residents, local businesses and organizations, the "I Love Boulder" campaign facilitates community unification through grassroots initiatives and events that highlight the diverse lifestyles and characteristics of our very special city.

Using a mix of digital and traditional components, I Love Boulder supports and perpetuates the open sharing of thoughts, ideas and information. Businesses, groups and individuals are encouraged to shape and define I Love Boulder through their own creative contributions, whether it be hosting an event, posting a video, slapping a sticker on their bicycle - or doing something completely original.

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### How It Works

Joining forces with I Love Boulder is fun and simple, and it will connect you or your business with a powerful community of like-minded Boulderites. Just follow the three steps below, and you'll be part of the team!



#### Spot It

You've heard it before: Boulder is a special place. Not to brag on our brag list, but we live in one of the only places in the world that blends an outdoor lifestyle with urban amenities, small town warmth with global impact, modern dining with progressive thinking – the list goes on. So what do you love most about Boulder? It can be one thing, it can be many things, or it can be something that's not really a thing but an abstract cloud formation that seems to resemble your spirit animal (oh, you're so Boulder).



#### Tag It

You can associate things you'd like to share with I Love Boulder just by tagging it with one of our campaign markers. These logos, stickers, hashtags and other elements help us follow along with the things you're doing. They also help us share those things with other Boulderites who might like them too. For more information on tagging, go to [LoveBoulder.org](http://LoveBoulder.org).



#### Share It

There's lots of ways to express your Boulder love, whether it's shooting off a tweet, hosting a locally-sourced dinner party, or planning a community-wide yoga flash mob. Anything goes. The important thing is to share what you're doing with your fellow community members (and remember to use an I Love Boulder tag when you do!)

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### Contact Info

We love to hear about the things you love about Boulder. If you'd like to tell us about something you're doing, or have questions for us, contact us at [Love@LoveBoulder.org](mailto:Love@LoveBoulder.org) or visit us online at [LoveBoulder.org](http://LoveBoulder.org)