

Making Colorado initiative calls for youth ambassador applicants

Written by Holyoke Enterprise
Wednesday, 15 May 2013 10:59 -

Juniors enlisted to capture spirit of their communities

Making Colorado, the most inclusive, collaborative and ambitious branding effort ever undertaken by a state, is looking for youth ambassadors to support the effort and join the Making Colorado team.

Through this unique program, one high school junior from all 64 counties in Colorado will have the opportunity to impact the future of the state.

The youth ambassadors will contribute visual and written content from their hometowns and keep local residents updated on project milestones.

In addition, several youth ambassadors will be selected to serve on the Making Colorado Brand Council, a group comprised of influential professionals at Colorado companies and organizations.

Team members will have the opportunity to take part in webinars throughout the summer to learn about marketing and social media strategy from some of Colorado's top professionals in the industry.

"This is an enrichment opportunity for young people across the state to participate in a first-of-its-kind branding initiative, network with community members, learn from industry-leading professionals and demonstrate what Colorado means to them," said Colorado's chief marketing officer Aaron Kennedy.

Youth ambassador responsibilities and expectations will include:

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—publish information which answers “What’s Your County’s Vibe?” on their personal social media channels.

—publish pictures on the Making Colorado Youth Ambassador Pinterest page.

—share Making Colorado promotional content within their communities.

—create a multi-media story that showcases what makes their community special, which will be highlighted on the Making Colorado blog.

Applications for the Youth Ambassador Council will be accepted May 8-June 6. To apply, visit www.makingcolorado.gov

This program is made possible by the generous contributions of Colorado companies including Boulder Brands, The Stanley Hotel, Crocs, Crestone Capital and University of Denver’s Daniels College of Business.

The networks of 9News, Entravision Communications and Clear Channel Communications are playing instrumental roles as official media sponsors of Making Colorado, helping to promote the initiative statewide.

Follow Making Colorado on the Making Colorado blog, Facebook, Twitter, Instagram and Pinterest.

Commissioned by Colorado Gov. John Hickenlooper and led by Colorado chief marketing officer Kennedy, Making Colorado is built to fulfill one of the six core objectives in the Colorado Blueprint (the state’s framework for economic development): create and market a stronger Colorado brand.

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Making Colorado is a year-long effort that began in August 2012 and will conclude in August 2013 at the Colorado Innovation Network Summit in August, where Hickenlooper will reveal the results of this statewide collaboration.

Making Colorado will capture the spirit and energy that exists in Colorado today to stimulate the economy, unify statewide programs and showcase Colorado to the rest of the world. Visit www.makingcolorado.gov to participate.

Holyoke Enterprise May 16, 2013