

# promote

Cache la Poudre River  
National Heritage Area

## POUDRE POUR™ AND PUB TALKS

*"Good Water = Good Beer!"*

– BreWater, consortium of Fort Collins craft brewers

### OVERVIEW

The Cache la Poudre River flows through Colorado's history, linking its people, history, and arteries of commerce. More than 634,000 Coloradans living in Larimer and Weld Counties depend on the Cache la Poudre River and the stakes for the Poudre River's health are high. The Cache la Poudre River National Heritage Area (CALA) is under threat from increasing demands on water, shrinking federal appropriations, a lack of awareness about water management, unpredictable droughts, fires and floods, rising human health and safety concerns, and a generation more connected to their technology than to the natural world.

It is toward this end – raising awareness about the threats facing CALA – that the Poudre Heritage Alliance (PHA) and BreWater have teamed up to highlight these types of water issues through a series of public events – the Poudre Pour and Pub Talks. Because what do craft brewers and CALA have in common? Good water!

Carol Cochran, co-owner of Horse & Dragon Brewing Company shares that, *"the connection between beer and water is obvious to both brewers and consumers. The importance of water in the quality of beer is key: great water can make great beer. Brewers in Fort Collins realize that it's vital that we keep the Poudre River Watershed clean and healthy."*



This implies it is more important than ever to bring community members together to discuss water issues, to encourage water education, and to protect the quality of our most important resource: water. The annual Poudre Pour is a family-friendly event that highlights craft brews and the major ingredient that makes the stouts, lagers and ales so tasty...WATER from the Poudre River! The Poudre Pour incorporates craft brew tastings, lectures on water topics, art exhibitions, interactive youth activities, and more.

[poudreheritage.org/poudre-pour](http://poudreheritage.org/poudre-pour)



## OVERVIEW

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Leading up the Poudre Pour, PHA and local craft brewers host a series of Pub Talks during which experts share insights about all things “water.” Topics might include: from “grain to glass,” the significance of the state’s water history and water law, how wildfires and floods have impacted the river’s watershed, or watershed science and stream ecology.

The compelling mix of fun and educational activities helps connect people to their river corridor and foster strong bonds between local communities and their Poudre River heritage.

## PARTNERS

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BreWater



## GOALS & OUTCOMES

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Goal:

Raise awareness about water issues and inspire Poudre River stewardship through this annual event.

Outcomes:

- Raise awareness about CALA and the Poudre River.
- Develop and strengthen collaborations that support and sustain healthy watersheds.
- Promote new ideas and best practices that broaden perspectives.
- Expand network of PHA.

## BUDGET: \$60,000

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Sponsorship opportunities range \$250 - \$10,000