

# Mission

The BlueRibbon Coalition (BRC) champions responsible use of public lands and waters for the benefit of all recreationists by educating and empowering its members to:

- Secure, protect, and expand shared outdoor recreation access and use
- Work collaboratively with natural resource managers and other recreationists
- Support recreation on, and promote respect for, private property
- Promote equitable, responsible and sustainable natural resource management
- Educate the general public, media, elected officials, and other decision makers on recreation and access issues
- Affect the political and administrative process
- Encourage appropriate enforcement of the law

# Vision

The BlueRibbon Coalition (BRC) is the leading national coalition of organizations, businesses and individuals that:

- Provides leadership in responsible use
- Promotes balanced resource conservation
- Is recognized by the general public, the media, and elected officials as the leader in promoting common sense and an equitable approach to recreation and access issues
- Promote volunteer activities, education and awareness

# Values

- Tolerance
- Equity/Fairness
- Equal Access Opportunities
- Resource Ethics
- Shared Use
- Common Sense
- Cooperation/Courtesy
- Honesty/Integrity
- Resource Stewardship
- Education
- Responsible Use
- Heritage/Culture
- Respect
- Volunteerism



**BLUERIBBON**  
COALITION