

Coalition to Protect the Rocky Mountain Front

**Discovery Guide, Created Last Year, Celebrates Montana's Rocky Mountain Front;
Promotes Communities and Local Businesses**

*Additional Discovery Front Guides Available for Businesses,
Goal to Promote and Celebrate Front During Fall Hunting, Recreation Season*

CHOTEAU, Mont. – A Discovery Guide produced last year to promote Montana's Rocky Mountain Front, its local communities, and the exceptional recreation and wildlife found there, has been a rousing success and efforts are underway to distribute additional copies of the map-brochure Guide to interested businesses along the Front.

“Of all the different brochures or guides I display, the first one that guests pick up and take with them is the Rocky Mountain Front Discovery Guide,” said Jordan Taillon, owner of the Bunkhouse Inn in Augusta. “That Guide has moved three times as fast as any other piece of literature.”

In the summer of 2007, a number of local businesses, the Choteau Chamber of Commerce, and the Coalition to Protect the Rocky Mountain Front worked together to create the *Rocky Mountain Front Discovery Guide*. The Guide contains a full color map, history, and community contacts along with recreation suggestions and information for hunters, anglers, hikers, packers, birders, or anyone wanting to visit and enjoy the Front.

When distributing the Guide last year, the Choteau Chamber of Commerce and the Coalition to Protect the Rocky Mountain Front co-wrote an introductory letter to local businesses, noting that: “We want to help guarantee that the Front remains a place for future generations to hunt, fish, ranch, farm and enjoy while providing for sustainable economic prosperity for our families.”

Kayla Breen, President of the Choteau Chamber of Commerce noted the popularity of the Guide over the summer. “Now that the Chamber office is located at the visitor's center, we get an opportunity to chat with many of the visitors coming in to town and the Discovery Guide is frequently requested. It's a very useful publication and its amazing how often people ask for it.”

More than 2,700 copies of the Guide have been distributed to over 50 businesses along the Rocky Mountain Front in the last year, and hundreds more have been distributed to businesses in Helena, Great Falls, and Missoula.

The Coalition hopes that the Guide will help businesses promote themselves and ensure that visitors appreciate what the Front has to offer. We want to help guarantee that the Front remains a place for future generations to hunt, fish, and enjoy while providing for sustainable economic prosperity for our families.

The Coalition to Protect the Rocky Mountain Front is an organization of ranchers, hunters, anglers, outfitters, guides, local business owners, Blackfoot Tribal members, public officials, conservationists, and Montanans working to protect the Front.

Businesses or others interested in obtaining copies of the Guide may pick up copies at the Latigo and Lace in Augusta or at the Country Hallmark in Choteau. The Guide is also available by contacting Gabriel Furshong at 406-466-2600 or at gfurshong@wildmontana.org.