



NEW COLLABORATION PRESS RELEASE

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Colorado Sun, Water Education Colorado announce joint water reporting initiative

As climate change and development pressures continue to strain water supplies in Colorado and across the West, an informed public is more important than ever. Toward that end, the Colorado Sun and Water Education Colorado (WEco) are launching a nine-month collaboration designed to strengthen and expand nonpartisan water reporting across the state.

Under the partnership, WEco and the Colorado Sun will jointly publish Fresh Water News, a weekly news service covering water issues in Colorado and the American West launched as an initiative of WEco in 2018. WEco is a non-advocacy and policy-neutral organization, and shares the journalistic tenets of the Colorado Sun. By joining forces, Fresh Water News will continue to benefit from WEco's expertise in water issues while gaining valuable reporting and distribution capacity from The Sun, as the team pursues new vehicles to expand reporting and reach new audiences.

The Colorado Sun is a journalist-founded, nonprofit digital news outlet committed to providing statewide, fact-based, in-depth, nonpartisan journalism on a wide variety of topics, ranging from politics and culture to the outdoor industry and education. The Sun began publishing in 2018 and has grown to serve about 14,000 newsletter subscribers and more than a million monthly readers online.

Founded in 2002, Water Education Colorado is an independent, statewide nonprofit organization that offers a range of programs and services to advance informed decisions about what is arguably the state's most critical natural resource. In 2018, WEco hired veteran journalist Jerd Smth to help launch Fresh Water News as an initiative to fill critical news coverage gaps on water in Colorado. Since then, it has grown quickly, sharing its news stories for free with media outlets across the state and the American

West, and producing a weekly newsletter that has some of the highest metrics for readership in the industry.

The partnership between WEco and The Sun is a further expansion of the collaborative spirit that has linked The Sun and other news outlets in joint reporting projects, fundraising campaigns and education. The Sun is a member of the Colorado News Collaborative, which works with 170 news outlets across the state. WEco has also been involved with the collaborative, known as COLab, including through partnering to deliver a “Water Fluency for Journalists” fellowship with support from the Colorado Media Project in 2021.

Together WEco and The Sun will deliver Fresh Water News stories that explain the complexities of the science and politics behind the issue that will determine how Colorado looks for decades to come. The collaboration will enable the depth, impact and reach of reporting that is critical to ensuring Coloradans have access to the information they need to make informed decisions about water, whether they live in Cortez, or Colorado Springs, Greeley or Steamboat.

The project is initially being launched as a nine-month pilot. Fresh Water News stories will be jointly published on both partners’ websites and newsletters, and will continue to be made available to other news outlets across the state.

Water Education Colorado can be found online at www.watereducationcolorado.org.

The Colorado Sun can be found online at www.coloradosun.com.

Interested readers are invited to subscribe to and support both entities via membership to help make this collaboration a long-term service to the state of Colorado.
