

**CHRIS  
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## **A COTOPAXI PARTNERSHIP TO INSPIRE AND EMPOWER OUR YOUTH**



I believe in promoting civic responsibility for our youth and inspiring them to do good for the world through adventure travel. As a public educator at Kinard Middle School in Fort Collins, Colorado, I've created a student leadership program called Kinard C.A.R.E.S. that empowers kids to have a voice and leave a legacy through service-learning experiences. Kinard C.A.R.E.S. stands for Community, Action, Results, Environment, and Service. I've invested my career in helping students develop leadership skills while participating in service-learning trips to Catalina Island, CA.

Throughout my time in education, I've learned that in order to initiate real social change and get

lasting results, we must empower our most valuable natural resource - the minds and hearts of our children.

Marketing experts have long known that it's not the head but the heart that offers the most potent pathway to shifting behavior and enabling others to act in the world. My job as an educator is to inspire my students to fall in love with the natural world and to foster their civic responsibility through volunteer work and travel. Once kids love something, they are inclined to serve and protect it for the rest of their lives. I have found that the best time to develop this empathy and compassion for the natural world is in childhood.

I have often thought that the one under-marketed aspect of the incredible Cotopaxi brand (and all other outdoor retailers) is the youth education sector. I believe that Cotopaxi could leverage a powerful relationship by working with our educators and the future generation of world leaders. My vision is to develop a partnership with Cotopaxi as an ambassador/influencer who can showcase what a powerful youth education experience can do to inspire your customers to "Do Good" in the world. I'd also like to equip our next student travel group with some "gear for good" as we travel to Catalina Island. It would be great to get a Luzon day bag and a t-shirt or hoodie for each student traveler. It would also be awesome to equip our four adult chaperones with an Allpa 35L pack and a Bataan fanny pack to help them support our herd of twenty-seven 8th grade llamas along the way. Any generous donation helps. Of course, we would love to document the experience as a marketing tool with photos, blogs, and vlogs to inspire your customer base while we are out serving. We participate in a variety of outdoor volunteer projects and adventure recreation activities while exploring the island. The trip focuses on ecological restoration, conservation practices, and teaching civic responsibility to inspire more sustainable communities. We also have a ton of fun snorkeling through giant brown kelp forests, kayaking in the ocean, hiking to the highest mountain peaks, composting in the garden, and night snorkeling with sharks and bioluminescence. After the trip, the student's work truly begins as they use local class time to apply what they learned while on the island to enhancing our own community.



# CONNECT & EXPLORE MY WORK

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[Catalina Island Vlog](#)







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