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**Colorado Proud Launches “Choose Colorado Tour” on Aug. 1:
*Free Admission to History Colorado Center, Community Celebration and Farmers’ Market***

DENVER, July 9, 2014 – Colorado Proud is launching its second annual *Choose Colorado Tour* on August 1 – the state’s “birthday” – at the History Colorado Center in Denver. The 27-day, statewide road trip across Colorado’s agricultural landscape kicks-off with a farmers’ market offering fresh produce and statewide ag products and a community celebration for the tour’s departure. The History Colorado Center will also be hosting a free, two-day Colorado Day celebration that will include food, music, dance, hands-on activities and a chance to recognize how Colorado’s past has shaped who we are as a state and people today.

The free day at History Colorado Center begins at 10 a.m., with a press conference that includes government officials and agricultural experts announcing details about the *Choose Colorado Tour*, proclaiming August “Colorado Proud Month” and celebrating the state’s local produce with a farmers’ market. While the Colorado Proud press event concludes at 10:30 a.m., the free admission to the History Colorado Center, located at 1200 Broadway in Denver, is extended through the Center’s closing at 5 p.m. that day.

“Agriculture is a vital part of Colorado’s history, and we are grateful for the History Colorado Center’s educational exhibits, which share the stories and spirit of our state – especially the stories of agriculture, as told through our farmers and producers,” said Colorado Commissioner of Agriculture John Salazar.

The *Choose Colorado Tour*, scheduled from Aug. 1-27, with 20 stops in 11 cities, was created to integrate agricultural communities and celebrate farmers and produce growers, while educating and influencing consumers along the journey. Colorado’s agricultural industry continues to overcome adversity from drought, fires, floods and recession, and consistently earns its ranking as one of the state’s top-three leading industries.

Additional information can be found in the Colorado Proud [newsroom](#).

About Colorado Proud

The Colorado Proud Program was created by the Colorado Department of Agriculture in 1999, to promote Colorado food and agricultural products. One of the goals of Colorado Proud is to make it easier for consumers to identify and purchase Colorado products by labeling them with the Colorado Proud logo. In 1999, the program started with 65 companies; and now, the Colorado Proud Program has more than 2,000 members that include growers, processors, restaurants, retailers and associations statewide.

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