



Live Wildfire Ready (1) :60 Second Commercial(s) "Home Means Everything" 1 of 2

In Colorado, home means everything.
It's where your life happens. Your family, your
memories, your future.

It's the place you've built, surrounded by the
landscapes that make this state unlike anywhere else.

But living here also means living with wildfire.

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The truth is, a home can be lost in minutes.
But there are actions we can take, right now, to protect
what matters most.

Clear leaves from your roof and gutters.
Move firewood away from your home.
Simple actions like these can make a big difference.

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Because this isn't just about a house.
It's about everything inside it... and everything
around it.

When we take action, together, we protect more than our
own homes.
We protect our neighbors. Our communities. Our
Colorado way of life.

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Living with wildfire means being ready for it.
It has to be second nature.

Learn how to protect your home, your property, and
your community at LiveWildfireReady.org.

Sponsored by the Colorado State Forest Service and
the Colorado Broadcasters Association.

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Live Wildfire Ready (1) :60 Second Commercial(s) "Start with the Basics" 2 of 2

Living in Colorado means living with wildfire.

But being prepared doesn't have to be complicated.

Start with the basics.

Clear leaves and debris from your roof and gutters.

Store firewood away from your home and never on your deck.

Trim back trees and vegetation.

Keep flammable materials away from structures and propane tanks.

These simple actions can give your home a better chance of surviving a fire.

You can also take it further...

Screen vents appropriately, use ignition-resistant materials on your home,

and make a plan with your family and neighbors.

Because wildfire preparedness isn't a one-time effort,

it's something we build into how we live, season after season.

And when more of us take action, we strengthen our entire community.

It's practical. It's effective. And it works.

Learn how to get started today at LiveWildfireReady.org.

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Live Wildfire Ready Radio Scripts

Revised March 29, 2026

:15 Script (revised #1):

In Colorado, living alongside nature includes being ready for wildfire. Learn how to protect your family, your home and your community from wildfire at [LiveWildfireReady.org](https://www.livewildfireready.org). Sponsored by the Colorado State Forest Service and the Colorado Broadcasters Association.

:15 Script (revised #2):

In Colorado, living alongside nature is a way of life. That includes being ready for wildfire. Visit [LiveWildfireReady.org](https://www.livewildfireready.org) to learn how to protect your family and your home from wildfire. Sponsored by the Colorado State Forest Service and the Colorado Broadcasters Association.

:30 Script (revised):

Here in Colorado, living alongside nature is a way of life. That includes preparing our homes for wildfire. By taking simple actions to be ready, we can help our families, our neighbors, and our communities to protect what matters most to all of us: our home. Because when you live here, it has to be second nature. Visit [LiveWildfireReady.org](https://www.livewildfireready.org) to learn how to prepare your home and property for wildfire. Sponsored by the Colorado State Forest Service and the Colorado Broadcasters Association.