

FOREVER

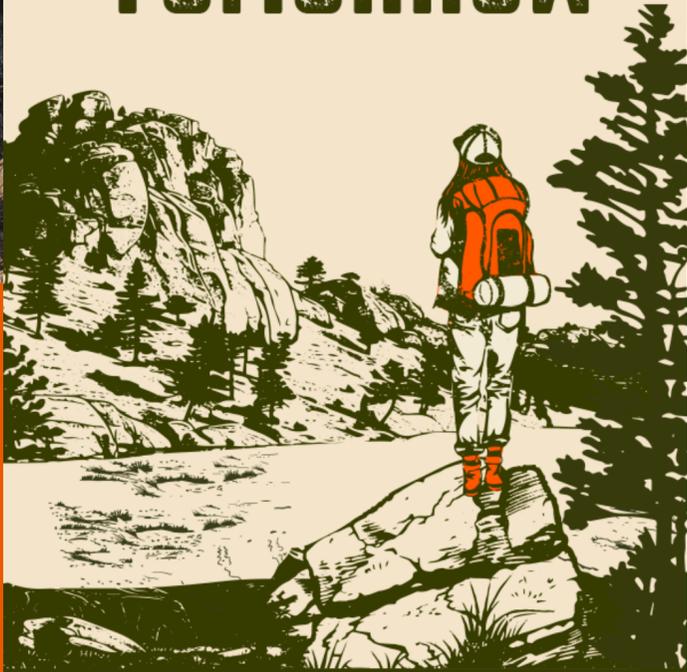


TRAVEL  
RESPECTFULLY

DIGITAL DISPLAY BANNERS

*South Dakota*

LIVE FOR TODAY  
**CARE FOR  
TOMORROW**



**SIGN THE PLEDGE**

*South Dakota*

IF YOU FEEL  
**BISON BREATH**  
YOU'RE WAY TOO CLOSE



**SIGN THE PLEDGE**

*South Dakota*

**CRITTERS  
HATE  
LITTER**



**SIGN THE PLEDGE**

*South Dakota*

**DONUTS  
ARE FOR WALL DRUG  
NOT ATV'S**



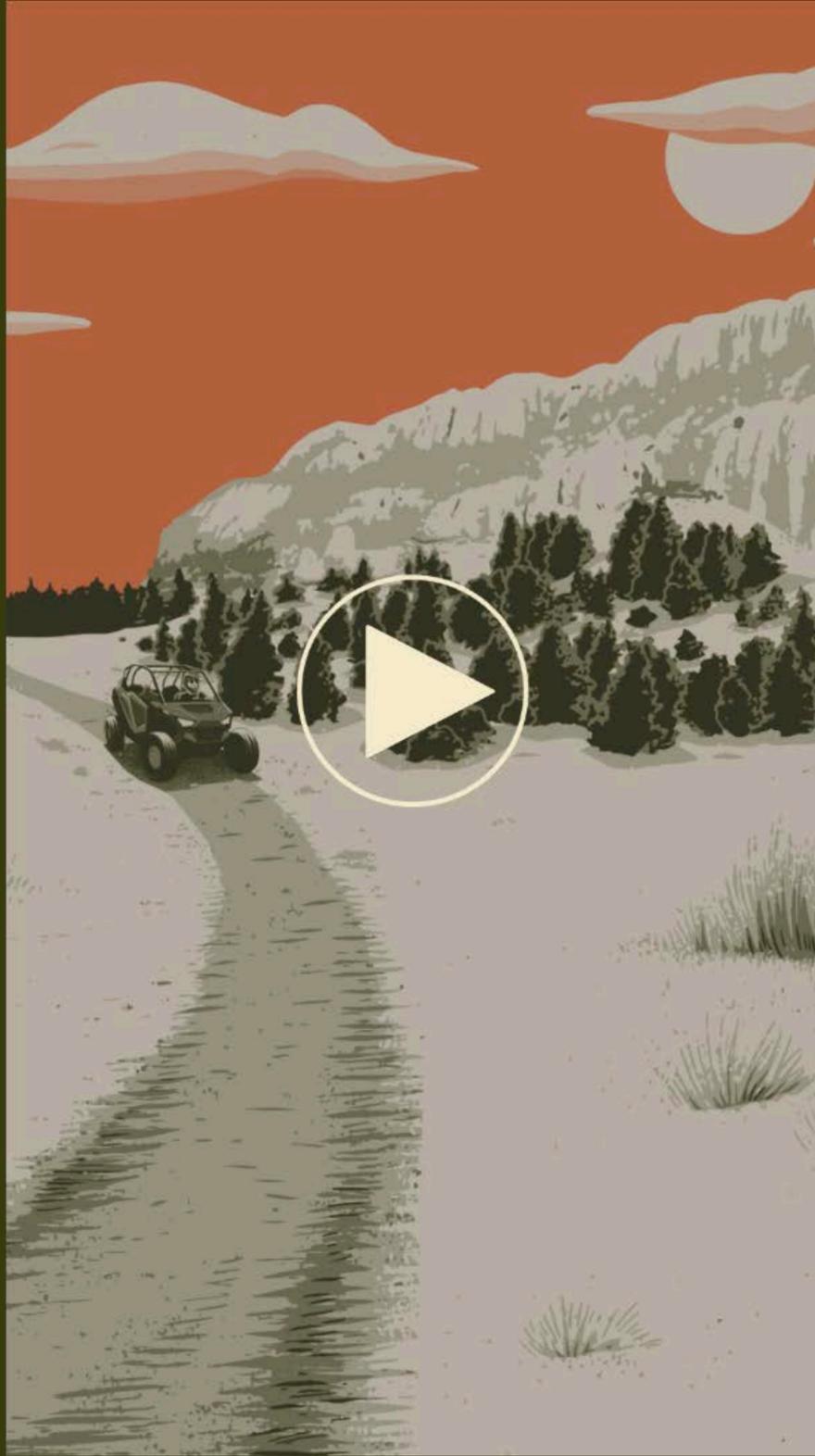
**SIGN THE PLEDGE**



TRAIL CLEANLINESS - VIDEO :15



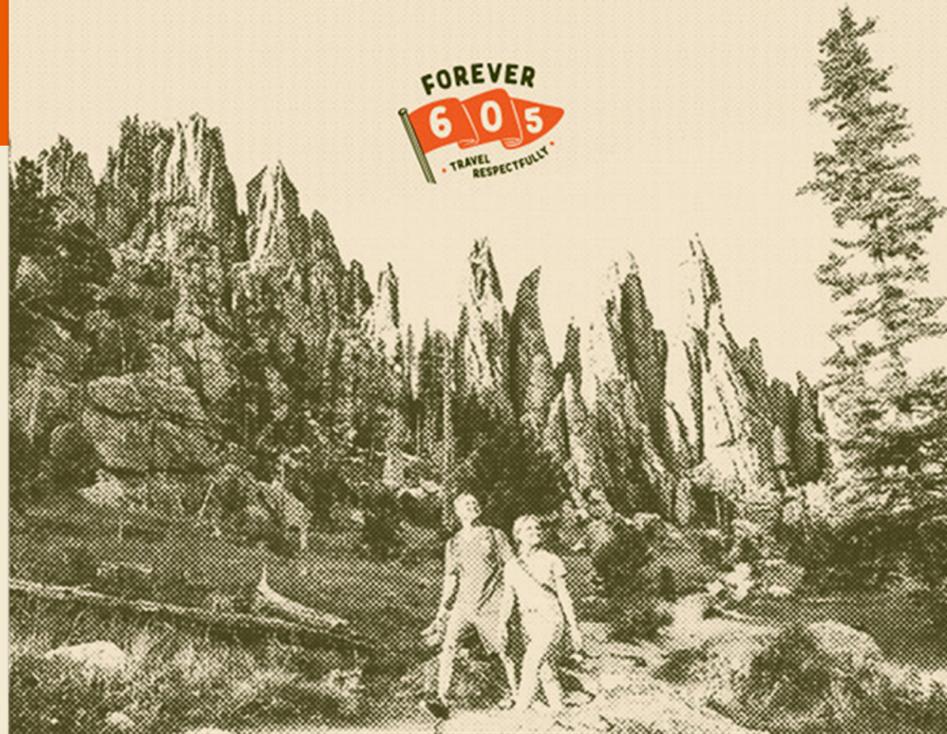
TRAIL ETIQUETTE - VIDEO :15



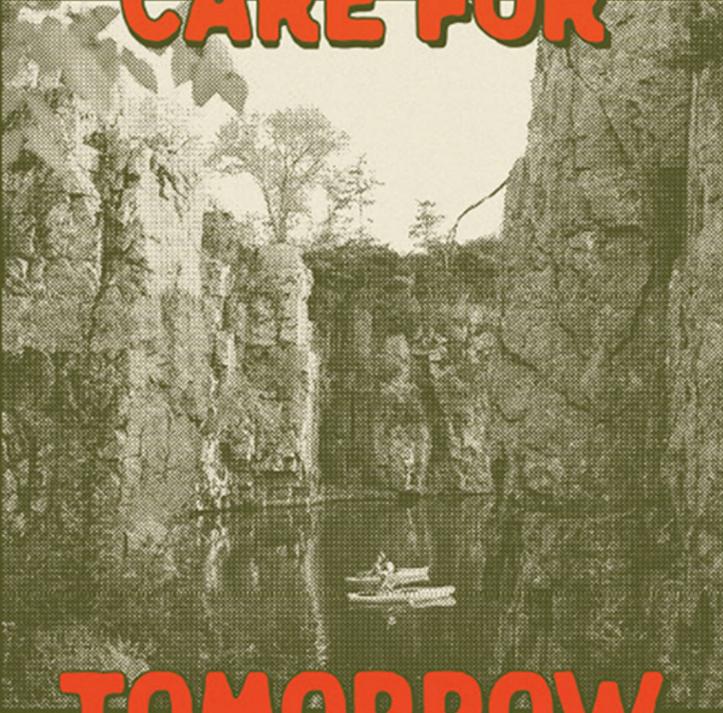
TRAVEL  
*South Dakota*

ONE CODE TO FOLLOW,  
**605**  
COUNTLESS  
ADVENTURES TO LEAD

FOREVER  
**605**  
TRAVEL  
RESPECTFULLY



*Live For Today,*  
**CARE FOR**



**TOMORROW**

FOREVER  
**605**  
TRAVEL  
RESPECTFULLY

**IT'S BIGGER  
THAN A STATE.  
IT'S A STATE OF MIND.**

Forever 605 is the code we live by to keep South Dakota the way we love it. It's about letting the wild be wild and keeping nature in nature. It's about cleaning our trails today for tomorrow's adventures. And, it's about supporting local businesses while we travel far and wide.

Explore responsible travel in South Dakota at [Forever605.com](http://Forever605.com)

TRAVEL  
*South Dakota*



TRAVEL  
*South Dakota*

*Don't Just Dial*  
**THE 605 CODE**



**FOLLOW IT, TOO**



Forever 605 is the code we live by to keep South Dakota the way we love it. It's about keeping nature healthy and wildlife strong. It's about cleaning our trails today for tomorrow's adventures. And, it's about supporting local businesses while we travel far and wide.

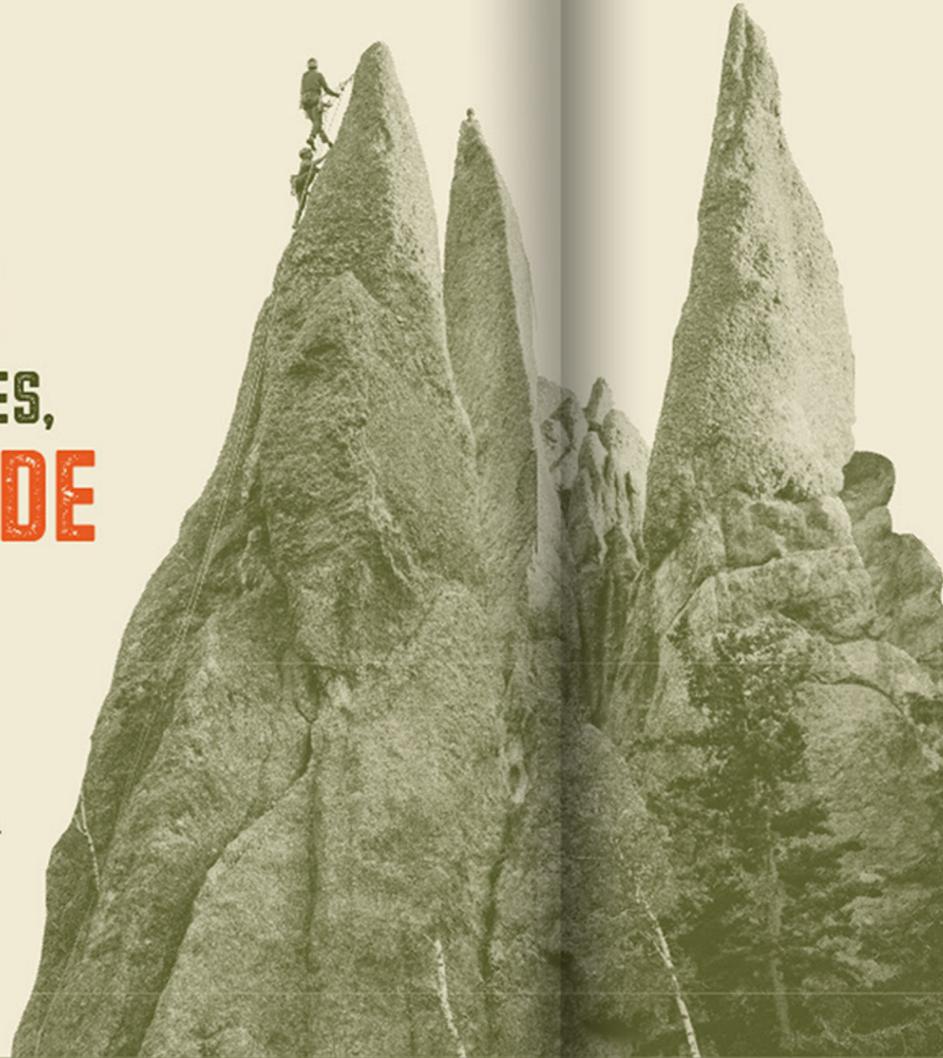
EXPLORE RESPONSIBLE TRAVEL IN SOUTH DAKOTA AT [FOREVER605.COM](http://FOREVER605.COM)



**77,000  
SQUARE MILES,  
ONE CODE  
TO FOLLOW**

FOREVER 605 IS A CALL TO RESPECT OUR STATE JUST AS MUCH AS WE EMBRACE IT. ANSWER THE CALL BY FOLLOWING THESE FOUR PRINCIPLES.

EXPLORE RESPONSIBLE TRAVEL IN SOUTH DAKOTA AT [FOREVER605.COM](http://FOREVER605.COM)



*Soak It In,*  
**PACK IT OUT**

A trailhead is the start of a journey where travelers and nature cross paths. And one where trash and nature shouldn't. All it takes to respect the 605 state is pocketing that granola wrapper or packing up your plastic bags. It not only respects the wildlife but preserves the trail for other travelers to enjoy.



*Travel Far,*  
**CLOSE TO HOME**

There's a lot more than Mount Rushmore. With more than 77,000 square miles, there's so much South Dakota to explore. And by choosing some of the lesser-known destinations, you're alleviating pressure on the more overcrowded travel points and bringing the benefits of tourism to the undiscovered ones.



*Wander Boundlessly,*  
**SHOP LOCALLY**

Strengthening the 605 state begins with supporting its one-of-a-kind businesses. By shopping and dining locally and respecting frontline workers in the tourism industry, you're helping South Dakota and its local businesses thrive into the future.



*Care For Our Past,*  
**PROTECT OUR FUTURE**

South Dakota is the crossroads of a rich history and a boundless present, and it's easy to honor both. They live on through things like the arts, dance, song, storytelling, food, and cultural festivals. By educating yourself about South Dakota's Indigenous, pioneer, and Old West roots, heritage, and cultures, you can fully respect and engulf yourself in the state.







## FOREVER 605 PROMOTIONAL TOOLKIT

