

Help Celebrate Smokey Bear's 65th Birthday!

As you may know, **Smokey Bear** is celebrating his **65th birthday** this year. Since 1944, Smokey has educated generations of Americans about their critical role in wildfire prevention through his enduring message, "Only You Can Prevent Wildfires."

You can join **the U.S. Forest Service, the National Association of State Foresters, and the Ad Council** in their efforts to help celebrate Smokey's birthday and further the reach of his messages. We have developed a special toolkit, which features a historical retrospective of ads, a birthday card and poster, as well as customizable press materials and suggestions for events and activities. There are many ways you can celebrate Smokey Bear's birthday in your communities.

Visit <http://www.smokeybear.com/65BdayToolkit> to download the toolkit materials. If you cannot download the materials and need a DVD, please send your name and mailing address to Deb Bruyere, dbruyere@fs.fed.us, 218-327-4282, or contact me.

Also, please look out for a new series of Public Service Advertisements featuring Smokey launching nationwide this summer.

Thank you for all that you are doing to raise awareness about wildfire prevention.

Sincerely,
Helene Cleveland
USFS Fire Prevention Program Manager
202-205-1488; hcleveland@fs.fed.us