

NEWS RELEASE

Smokey Bear's 60th Birthday

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2004 marks the 60th year Smokey Bear has been delivering his Wildfire Prevention message.

August 9th 2004 is Smokey's 60th birthday. For 60 years Smokey has been vigilant in delivering his fire prevention message to each new generation.

Young and old alike have been hearing Smokey's message, "Only You, Can Prevent Forest Fires", since 1944.

As our understanding of the role that fire plays in nature has grown, Smokey's message has been revised from "Forest Fires" to "Wildfires because we now understand that some fires in the forest are important for maintaining forest health. It is the wildfires that threaten human life and property that worry Smokey the most, particularly those started by careless people.

Remember, if Smokey can be vigilant for 60 years, so can you!

For more information contact your local fire agency or visit www.glfcc.com