

NEWS RELEASE

**Subject: Who put a THE in Smokey Bear?**

**For Release July 2004**

2004 marks the 60<sup>th</sup> year Smokey Bear has been delivering his wildfire prevention message. Through it all he has remained vigilant, standing proud with his brimmed ranger hat and shovel in hand. Just as the very fires he strives to prevent, his message has spread like wildfire. With all of his success, there has been one fire he has been trying to put out since 1953. That is the word THE.

In 1953 in a song written by Steve Nelson and Jack Rollins, the word “the” was added to his name to keep rhythm in the song. This small change has led to big confusion ever since.

His name is Smokey Bear. He first appeared in 1944 and has been spreading his wildfire prevention message ever since.

With the approach of his 60<sup>th</sup> birthday, he will attempt to put out this fire, and remove the word “the” from his name. Remember his name is Smokey Bear and his message is that “Only you can prevent wildfires”. Along with helping to prevent wildfires, please give Smokey his name back for his 60<sup>th</sup> birthday.

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

For more information contact your local fire agency, or visit: [www.smokeybear.com](http://www.smokeybear.com).