

## **NEWS RELEASE**

### **Smokey Bear, through the years**

#### **For Release April thru October 2004**

2004 Marks the 60<sup>th</sup> year Smokey Bear has been delivering his wildfire prevention message. Year after year he continues relentlessly spreading his message of wildfire prevention and after 60 years on the job, his vigilance remains.

This August 9<sup>th</sup> marks the 60<sup>th</sup> birthday of Smokey Bear. From his inception on that August day in 1944 to now, he has taught all of us the importance of the careful use of fire.

In the 1940's he reminded us "care would prevent 9 out of 10 forest fires". In the 1950's he coined the phrase "Only you can prevent forest fires". In the 1960's he asked people to "Please be more careful". In the 1970's he "Thanked us for listening". IN the 1980's he updated his image and continued too remind us that "only you". IN the 1990's when he reached his 50<sup>th</sup> birthday he entered the technological revolution and launched [www.smokeybear.com](http://www.smokeybear.com).

Today as he reaches his 60<sup>th</sup> birthday he celebrates his 60 years of vigilance and continues to remind us "Only you can prevent wildfires". This year countless fire agencies throughout the region will be using Smokey's 60<sup>th</sup> birthday as a catalyst to heighten public awareness about the importance of wildfire prevention. From the careless burning of debris, the unextinguished campfires, the use of fireworks and the dangers of living in the Wildland Urban Interface. Remember, if Smokey can be vigilant for 60 years, so can you!

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