

NEWS RELEASE

What a job!

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Tired of the same old job? Are you looking forward to that retirement date? Imagine working everyday, 365 days a year 24 hours a day. Seem exhausting? Not if you are Smokey Bear! That is exactly what he has been doing since he first appeared in 1944 and this year as he celebrates his 60th birthday, he continues his vigilance in reminding us all “Only you can prevent wildfires”.

Over all the years, and all the work that has been done, there is still more to do. Each year wildfires burn more acres, threaten and destroy hundreds of homes, and endanger the lives of the public and thousands of our firefighters.

Fire agencies will be using Smokey’s birthday to promote the importance of wildfire prevention throughout the year targeting the spring burning period, the summer recreation period and the safe use of campfires and the homeowners’ responsibility for 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 visit: www.glffc.com