

What a Wildfire Can Do



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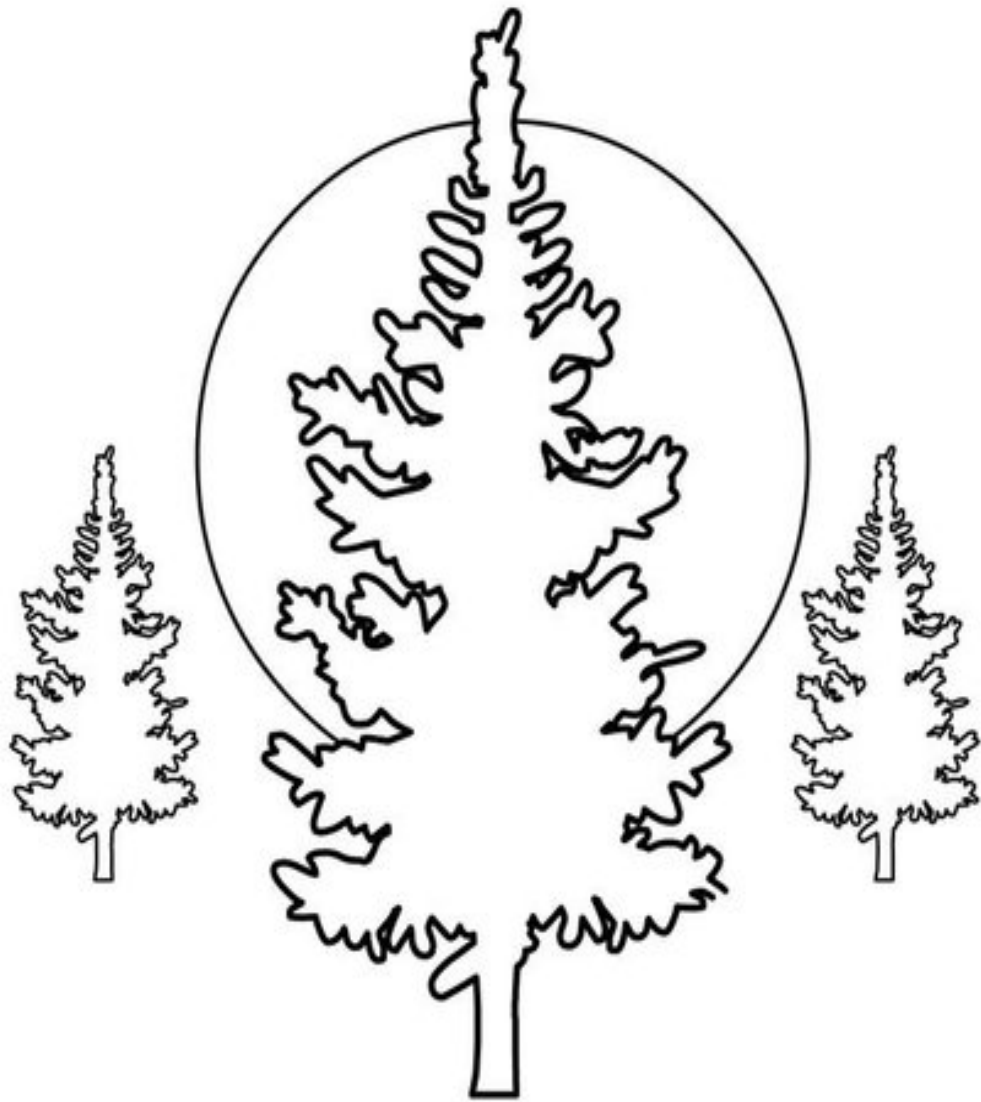


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We need our forests.

TwistyNoodle.com

The Story of Smokey Bear

Adapted from www.smokeybear.com/kids/?js=1

The Smokey Bear ad campaign began in 1944 when the U.S. Forest Service and the Ad Council decided to use a fictional bear named Smokey on a poster to promote forest fire prevention. The first poster of Smokey showed him pouring a bucket of water on a campfire. Smokey was saying, "Care will prevent 9 out of 10 fires."

Smokey became very popular; his image appeared on many forest fire prevention materials. In 1947, his slogan was born: "Only YOU Can Prevent Forest Fires!"

There was a real Smokey, too. In the spring of 1950, fire fighters retrieved a young bear cub from a tree in a burning forest in the Capitan Mountains of New Mexico. The cub had taken refuge from the fire in the tree, and fire fighters noticed his burns, and to honor his bravery, named him Smokey.

After the whole country learned about the real Smokey, he was given a home at the National Zoo in Washington, D.C. The real Smokey played an important role in spreading the Forest Service's message of wildfire prevention and forest conservation. Smokey died in 1976 and was returned to Capitan, New Mexico, where he is buried in the State Historical Park.

Smokey's five rules for fire prevention are:

1. Only you can prevent wildfires.
2. Always be careful with fire.
3. Never play with matches or lighters.
4. Always watch your campfire.
5. Make sure your campfire is completely out before leaving it.

Follow the Rules!

Name _____

Follow the rules! Explain how you can be careful with fire in the forest. Write one sentence and draw a picture.

Follow the Rules!

Name _____

What are the consequences? What can happen if you are not careful with fire in the forest? Write one sentence and draw a picture.