

SMOKEY'S 80TH HIGHLIGHTS



1ST QUARTER | JANUARY-MARCH 2024



IN THIS ISSUE

Smokey Bear's 80th Birthday generates an interagency approach for promoting personal responsibility to prevent unwanted human-caused wildfires. This newsletter highlights some of the interagency efforts that are occurring to promote Smokey's birthday and his timeless message of "Only YOU Can Prevent Wildfires."

SMOKEY'S 80TH THEME

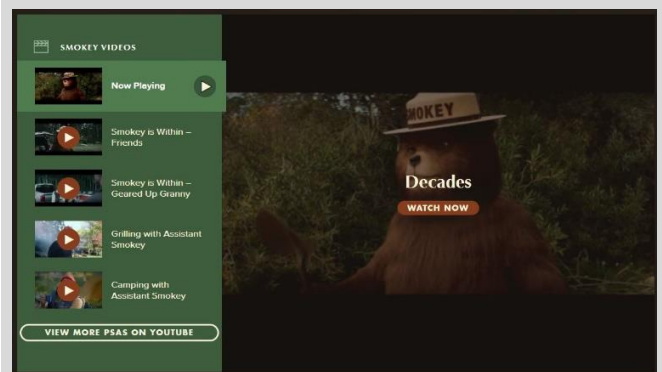
For his birthday year, Smokey's national campaign theme builds on this year's campaign of 'Smokey is Within.' Smokey is a beloved and trusted American icon that has educated the public on preventing human caused wildfires since 1944. His timeless and important message celebrates people who take responsibility and prevent wildfires. The 2024 campaign takes a nostalgic look at how Smokey has been within us all—"Through the Decades."



DECADES

BE SURE TO CHECK OUT THE NEW NATIONAL CAMPAIGN

[Home](#) | [Smokey Bear](#)



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NATIONAL 80TH PROJECTS AND EVENTS

- **January:** Tournament of Roses Parade
- **July:** Smokey Bear Facebook Livestream from CA State Fair with PBS Darley Newman
- **August 9:** Birthday Celebration and Presentation of 2024 Smokey Bear Awards
- **October:** Smokey Bear LIVE 4!
- **November:** Macy's Thanksgiving Day Parade
- **December:** Smokey at Capitol Christmas Tree Lighting
- **All year:** NASF events [webpage](#)

Smokey Bear Reading Challenge

[Libraries | Smokey Bear Reading Challenge](#)

WHERE'S SMOKEY?



No Matter where you roam, Smokey's timeless message echoes through the trees. Prevent wildfires, protect our forests, and cherish the beauty of nature by submitting an image of Smokey to be feature on his "Where's Smokey" series across Instagram, Facebook, and Twitter.

- **Share your Smokey Moments:** We invite you to help Smokey celebrate his 80th Birthday Year! Capture him in action at various forests and locations across the country. Send your Smokey snapshots to swilliams@adcouncil.org and aricograndos@adcouncil.org.
- **Location Name and Tags:** When you submit your images, don't forget to include the location name. Let us know if you'd like to be tagged in the image. We will give you a shout-out when we share your submission.
- **Clues and Fun Facts:** make sure to include any details, anecdotes, or fun facts about the location. Let's engage Smokey's audience and help keep them guessing.
 - [Here](#) is the latest "Where's Smokey" post for some inspiration.

Smokey's 80th Birthday Mission



The USDA Forest Service, Mission Conservation, The Corps Network, and Edison International have developed another Smokey Bear Mission to communicate vital wildfire prevention messages to youth and their families.

It's totally **FREE** and this year it is available in both **English** and **Spanish**.

Open the Agents of Discovery app and search for the Smokey Bear's 80th Birthday Mission in your state.



Join us in the fall of 2024 for a Distance Learning Adventure to Celebrate the 80th anniversary of the Smokey Bear wildfire prevention campaign.

Clueing In: Human-Caused Wildfires and How We Can Prevent Them

Campfires Can Spark Wildfires-Oct. 4

Vehicles Can Spark Wildfires-Oct. 11

Fireworks Can Spark Wildfires-October 18

Live Q&A with Our Experts-1:00 p.m. ET Oct. 25

Check out all episodes, live streams and Smokey Bear LIVE 1,2 &3 on the *Natural Inquirer* YouTube Channel:

www.youtube.com/@NaturalInquirerProgram

WENDELIN PAINTING TOUR SCHEDULE

January 15-26: Mount St. Helens National Volcanic Monument

March 18-29: Superior National Forest

April 8-19: Bridger Teton National Forest

April 29-May 10: Smokey Bear Historic Park

May 20-31: Prescott National Forest

June 10-21: Grey Towers National Historic Site

July 1-12: Chequamegon-Nicolet National Forest

July 22-August 2: National Forests in Florida

August 12-23: Earthquake Lake Visitor Center

September 2-13: Shawnee National Forest

September 23-October 4: University of Idaho

October 14-25: Ottawa National Forest

November 4-15: Mendenhall Glacier Visitor Center



SMOKEY 80TH RESOURCES

- Smokey 80th Strategy Team POC: Mandy Scott, amanda.scott@usda.gov
- Toolkit: [Smokey Bear Campaign Toolkit - Social Media Kit \(adcouncilkit.org\)](https://www.adcouncilkit.org/)
- Smokey Bear Use Guide: <https://smokeybear.com/guidelines/SmokeyBearUseGuidelines.pdf>
- NASF: www.stateforesters.org
- National Symbols Cache: www.symbols.gov

CONNECT WITH SMOKEY

TWITTER: @SMOKEY_BEAR

FACEBOOK: @SMOKEYBEAR

INSTAGRAM:@SMOKEYBEAR

YOUTUBE:@SMOKEYBEAR