

Wildfire Prevention Smokey Bear's 70th Birthday

Campaign Sponsors: U.S. Forest Service and National Association of State Foresters

Volunteer Advertising Agency: FCB West

BACKGROUND:

Since 1944, Smokey Bear has been the symbol of protection of America's forests from human-caused fire. Smokey Bear is recognized by 96% of adults, and 7 out of 10 adults are able to recall Smokey's message of "Only You Can Prevent Wildfires" without prompting. His message of wildfire prevention is the center of one of the most successful PSA campaigns in our nation's history. The term wildfire applies to any uncontrolled outdoor fire.

The most recent round of PSAs commemorate Smokey Bear's 70th birthday with a continuation of the 'bear hug' theme introduced in 2013. In thanking Smokey for all that he's done for wildfire prevention over the years, outdoor-loving individuals show Smokey their appreciation in returning his hug, and by continuing to take the proper actions to prevent wildfires. Though Smokey has been essential to the reduction of wildfires in the last seven decades, he still needs help in reducing accidental wildfires.

CAMPAIGN OBJECTIVE:

- Continue to decrease the number of human-caused wildfires while increasing public awareness and prevention of wildfires.
- Remind adults that Smokey Bear is counting on them to use fire responsibly when outdoors and to step in when others act carelessly.

TARGET AUDIENCE:

- Urban adults who live in the wildland/urban interface.
- Rural/suburban adults who are casual campers, hikers, and mountain bikers who are more likely to be responsible for starting a wildfire.

DID YOU KNOW:

- The principle causes of human-related wildfires are campfires left unattended, debris burning on windy days, careless discarding of smoking materials and BBQ coals, and operating equipment without spark arrestors.
- 9 out of 10 wildfires are caused by humans nationwide.
- Over the past 13 years, an average of 6.7 million acres of land were burned each year by wildfire.
- It's always wildfire season somewhere in the U.S. and every region of the U.S. has wildfires.

Learn more by visiting www.SmokeyBear.com.

FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:

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