

## SMOKEY BEAR AND WOODSY OWL POSTER CONTEST

The US Forest Service and the National Garden Clubs, Inc. are giving students the opportunity to demonstrate, through original drawings of Smokey Bear or Woodsy Owl, your environmental conservation principles.

Smokey Bear is recognized nationally and internationally as the symbol for fire prevention. The original Smokey Bear appeared in 1944. He was designed by artist Albert Staehle at the request of the Forest Service and the Wartime Advertisement Council. Smokey first appeared on a poster where he was dumping a bucket of water on an abandoned campfire. Smokey's message, "ONLY YOU CAN PREVENT WILDFIRES" encourages personal responsibility for fire prevention. Smokey Bear teaches children and adults to be careful with campfires, barbecues, trash fires and matches. The Smokey we know is dressed in a khaki color ranger's hat and blue jeans, carrying a shovel.

Woodsy Owl is a well known national icon symbolizing natural resource conservation. Since 1971, Woodsy has been helping parents and teachers inspire youngsters to observe, explore and actively care for the environment. Woodsy is dressed in an eggshell shirt, forest green pants with a brown leather belt with a gold metal buckle with a big W on it. He has a green Robin Hood hat with a red feather tucked into the side. His backpack and hiking boots are tan/gray. Woodsy's wings and ear tufts are golden brown and his face is cream with big white eyes and black pupils. His new backpack, hiking shoes and field outfit make Woodsy sportier.

Woodsy challenges children to: "LEND A HAND – CARE FOR THE LAND!" and take an active role in caring for the land through recycling, reusing, and reducing waste; planting and caring for trees; using resources wisely (such as not wasting water or electricity); and not littering.

The national Grand Prize Winner of the Smokey Bear & Woodsy Owl Poster Contest will win a free round trip airfare and accommodations for four to Washington, DC.

A \$100 U.S. Savings Bond will be awarded to each of the First Place winners in all five grades sponsored by the National Garden Clubs, Inc.