



SMOKEY BEAR



SMOKEY BEAR WANTS YOU TO STOP THE SHAMEFUL WASTE OF FOREST FIRES

THE HISTORY OF SMOKEY BEAR

SMOKEY BEAR is a real black bear who once lived in the mountainous forests of northern New Mexico in the United States. SMOKEY BEAR was only a baby bear cub when, in 1950, a devastating forest fire destroyed his forest home and killed his mother and sister. This fire was known as the Capitan Gap Fire. The fire destroyed 17,000 acres (69 km²) of SMOKEY BEAR'S home. A 24-man firefighting crew fighting the fire noticed a bear cub ducking in and out of the forest trying to escape the flames. SUDDENLY, the fire shifted and the firefighters barely escaped death. Shortly after, their ordeal, the men saw the bear cub clinging to a tree. SMOKEY BEAR was burned but survived. SMOKEY BEAR was taken by Ranger Ray Bell to a veterinarian in Sante Fe where he was treated and recovered. SMOKEY BEAR became a hero and mascot of wildland Firefighters everywhere.

SMOKEY BEAR'S MESSAGE

Since 1950, SMOKEY BEAR'S iconic message of "ONLY YOU CAN PREVENT FOREST FIRES", has become the rallying cry to educate people to the needless destruction of our forests by fire. **FACT: 9 out of 10 forest fires are caused by humans!** **FACT: Annually approximately 5 million acres of forest are lost to fire** **FACT: Hundreds of millions of dollars are spent each year fighting forest fires** **FACT: Each year, firefighters die trying to extinguish forest fires.** ONLY YOU CAN STOP THE WASTE. TODAY BE SAFE WITH FIRE IN THE FOREST.

PLEASE VISIT www.smokeybear.com to learn more.

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