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HOUSE RESOLUTION NO. 340

Offered February 18, 2019

Commending Smokey Bear.

Patron—Edmunds

WHEREAS, for 75 years, Smokey Bear has educated millions of Americans and people throughout the world about the dangers of unplanned, human-caused wildfires and the easy steps that can be taken to prevent such disasters; and

WHEREAS, the Smokey Bear Wildfire Prevention campaign is the longest-running public service campaign in the United States and traces its origins to the early days of World War II, when the United States Forest Service identified the vital need to protect the nation's forests during wartime by reducing unintentional human-caused wildfires; and

WHEREAS, the United States Forest Service established the Cooperative Forest Fire Prevention program, which worked with the War Advertising Council and the National Association of State Foresters to create slogans and posters framing careful stewardship of the nation's forests as an important contribution to the war effort; and

WHEREAS, on August 9, 1944, to capitalize on the success of a poster featuring the Disney character Bambi, the creation of Smokey Bear was authorized by the United States Forest Service, and the first poster depicting a bear pouring water on a campfire was delivered by artist Albert Staehle on October 10; and

WHEREAS, Smokey Bear's original catchphrase, "Smokey Says - Care Will Prevent 9 out of 10 Forest Fires," was updated in 1947 to the iconic "Remember...Only YOU Can Prevent Wildfires," and again in 2001 to "Only You Can Prevent Wildfires"; and

WHEREAS, over the course of the past 75 years, Smokey Bear has raised awareness of how unplanned wildfires can occur at any time in any region of the country, and promoted campfire safety, proper maintenance and operation of outdoor equipment, and safe burning of backyard debris; and

WHEREAS, Smokey Bear was further popularized by the American country music song, "Smokey the Bear," performed by Eddy Arnold; he has been featured in posters, postage stamps, and merchandise, as well as in television, radio, and Internet campaigns; and

WHEREAS, actors portraying Smokey Bear have appeared at countless events around the country and two bears orphaned by wildfires served as live representations of Smokey Bear between 1950 and 1990; and

WHEREAS, Smokey Bear was removed from the public domain by the Smokey Bear Act of 1952, and the campaign is currently administered by the United States Forest Service, the National Association of State Foresters, and the Ad Council; and

WHEREAS, organizations throughout the Commonwealth and nation will commemorate Smokey Bear's 75th birthday on August 9, 2019, with special events throughout the year, beginning with an appearance at the Tournament of Roses Parade on New Year's Day; now, therefore, be it

RESOLVED by the House of Delegates, That Smokey Bear hereby be commended for 75 years of service to educate the public about the dangers of unplanned human-caused forest fires; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare copies of this resolution for presentation to the United States Forest Service, the National Association of State Foresters, and the Ad Council as an expression of the House of Delegates' admiration for Smokey Bear's significant impact on preserving the valuable natural resources of Virginia and the United States by reducing forest fires.

INTRODUCED

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