

Remember, Only You Can Prevent Wildfires

(NAPSA)—A recognized symbol of fire prevention since 1944, Smokey Bear now offers additional ways to help prevent wildfires—new public service advertisements (PSAs) and a mobile application (or app). His free smartphone app is designed to provide information about wildfire prevention, including a step-by-step guide to safely building and extinguishing campfires, as well as a map of current wildfires across America.

The television, radio and outdoor PSAs target anyone likely to be a casual camper, hiker or mountain biker, as well as people who live near forests. The campaign was created pro bono by ad agency Draftfcb, the same volunteer agency that has worked on the campaign since 1944.

Smokey's message about wildfire prevention has helped to reduce the number of acres burned annually by wildfires, from about 22 million (1944) to an average of 6.5 million today. Although progress has been made, wildfire prevention remains one of the most critical environmental issues affecting the nation. Preventing wildfires is as important today as it was when Smokey first began his campaign—and it's important that people learn about the causes and what they can do to help prevent them.

Many Americans believe that lightning starts most wildfires, when, in fact, nine out of 10 wildfires nationwide are caused by people. The principal causes are campfires left unattended, yard waste burning on windy days, arson, careless discarding of smoking materials or BBQ coals and operating equipment without spark arrestors.

The campaign reminds people that Smokey is counting on them to prevent wildfires. The PSAs aim to decrease the number of human-caused wildfires and encourage young adults to speak up



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when others are acting carelessly. The PSAs direct audiences to visit the campaign's updated website, www.smokeybear.com, where they can take a pledge to be smart when outdoors and learn more about wildfire prevention. Smokey Bear's website has also been updated. In addition to the PSAs and website, Smokey Bear uses Facebook, Twitter and YouTube to further the reach of his messages:

- Facebook: www.facebook.com/smokeybear
- Twitter: www.twitter.com/smokey_bear
- YouTube: www.youtube.com/smokeybear
- Mobile: www.smokeybearmobile.com

Smokey Bear's Facebook community, which includes over 40,000 people, features interactive tabs with quizzes, polls, fire safety tips and much more.

The mobile app provides easy access to all of Smokey's social media networks including his YouTube, Twitter and Facebook pages. In addition to a step-by-step campfire guide and the wildfire map, the app provides free mobile wallpapers featuring classic images of Smokey Bear.