



# SMOKEY BEAR

## FACTS AND STATS

Since 1944, Smokey Bear has protected America's forests from unwanted, human-caused fire. Smokey – one of the most-loved issue ambassadors of our time – and his signature phrase, “Only you can prevent wildfires,” are truly iconic.

His message of wildfire prevention is the center of the longest-running PSA campaign in our nation's history.

Though Smokey has been essential to the reduction of unwanted, human-caused wildfires over the last 75 years, he still needs help. Even today, nearly 9 out of 10 wildfires nationwide are caused by people.



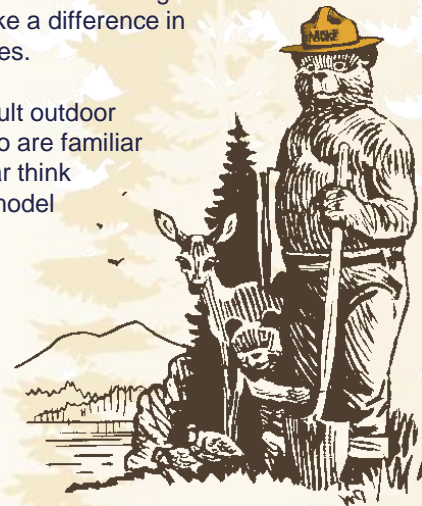
### SMOKEY FACTS

- Smokey Bear is at the heart of the longest-running public service campaign in American history.
- In 1952, Congress passed the Smokey Bear Act to preserve his legacy.
- The U.S. Postal Service gave him his own postage stamp in 1984.
- His messages have received more than \$1.6 billion of donated media support.
- His historic campaign has been inducted into the Advertising Walk of Fame for being “America’s Favorite Advertising Icon.”
- He’s been to outer space.
- Smokey Bear is the only “person” to have their own zip code, besides the president.
- Smokey is a pop culture icon – he has merchandise and toys, he’s been featured on multiple TV gameshows, his signature phrase “Only you can prevent wildfires” is part of the American lexicon, his style has inspired the likes of Pharrell, and that’s just the tip of the iceberg.
- For a 75-year-old bear, Smokey is super tech savvy. He has hundreds of thousands of followers on his social media channels and he’s even had special photo filters and frames on Snapchat.



### WILDFIRE FACTS

- The principle causes of human-related wildfires are campfires left unattended, debris burning on windy days, hot ashes and BBQ coals, and operating equipment that throws sparks.
- Nearly 9 out of 10 wildfires nationwide are caused by humans.
- It’s always wildfire season somewhere in the U.S. and every region of the U.S. has wildfires.
- There are prescribed fires that play a necessary role in some ecosystems – these are planned and executed by professionals. Smokey’s unique and important role, however, is singularly focused on preventing unwanted, human-caused wildfire by educating the public and encouraging them to be responsible.
- 85% of outdoor recreationists agree that they can make a difference in preventing wildfires.
- 75% of young adult outdoor recreationists who are familiar with Smokey Bear think of him as a role model for children.



*Smokey*

