

WISCONSIN WILDCARDS



WILDFIRE PREVENTERS

SMOKEY BEAR

JOB

Serves as the living symbol of wildfire prevention and education around the country.

Wildfire prevention attempts to reduce the damage from wildfire through education, engineering, and enforcement. Smokey's job is education and public awareness and he has been teaching all ages since August 9, 1944, when a real bear cub was saved from a wildfire in New Mexico.

FUN FACT

Smokey's official name is actually "Smokey Bear," not "Smokey **the** Bear." The article 'the' arrived after a song was written and an extra syllable was needed!

CHECK OUT

www.dnr.state.wi.us/org/land/forestry/fire or
www.smokeybear.com

Remember, Smokey needs **your** help in preventing wildfires!