



# 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, 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.
- For a 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, careless discarding of smoking materials, 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*

