

By: Ashby

H.R. No. 564

R E S O L U T I O N

1 WHEREAS, The Smokey Bear Wildfire Prevention campaign is
2 celebrating its 75th anniversary in 2019, providing a fitting
3 occasion to pay tribute to its success in educating generations of
4 Americans in the prevention of wildfires; and

5 WHEREAS, During World War II, many firefighters were away at
6 war, and the prevention of forest fires and wildfires became a
7 matter of urgent importance across the nation; the USDA Forest
8 Service organized the Cooperative Forest Fire Prevention program in
9 1944, with the help of the War Advertising Council and the National
10 Association of State Foresters; and

11 WHEREAS, The program's first poster featured characters from
12 the Disney animated film *Bambi*, but later that year, artist Albert
13 Staehle created a poster featuring a bear pouring a bucket of water
14 on a campfire, and Smokey Bear was born; in 1950, an orphaned bear
15 cub survived a forest fire in New Mexico and was placed in the
16 National Zoo in Washington, D.C., where until his death in 1976 he
17 served as a living symbol of Smokey Bear; and

18 WHEREAS, Over the years, the program's slogan evolved from
19 "Smokey Says - Care Will Prevent 9 out of 10 Forest Fires" to the
20 more memorable "Remember. . .Only YOU Can Prevent Forest Fires,"
21 and in 2001, it was updated again to "Only You Can Prevent
22 Wildfires" to emphasize that not all natural fires occur in
23 forests; many Americans of a certain age remember the popular tune
24 "Smokey the Bear," in which the songwriters inserted "the" into

1 Smokey's official name to maintain the rhythm of the song; and

2 WHEREAS, The longest-running public service campaign in the
3 nation's history, the Smokey Bear program has been credited with
4 reducing the number of acres lost across the nation each year to
5 fire from 9.1 million to 8.5 million; the campaign remains vital
6 through the ongoing partnership of the USDA Forest Service, the
7 Texas A&M Forest Service, the National Association of State
8 Foresters, and the Ad Council; and

9 WHEREAS, Now three-quarters of a century old, Smokey Bear is
10 one of the world's most recognized characters, and today he
11 continues to instruct new generations of Texans on the prevention
12 of human-caused wildfires and the preservation of the scenic beauty
13 of the Lone Star State; now, therefore, be it

14 RESOLVED, That the House of Representatives of the 86th Texas
15 Legislature hereby commemorate the 75th anniversary of the Smokey
16 Bear Wildfire Prevention campaign and extend to all those
17 associated with the program sincere best wishes for continued
18 success.