

Smokey Bear's 60th Birthday Card Contest



ATTENTION!

*Here's what you can
do to help prevent
wildfires!*

Libraries

The Wisconsin Department of Natural Resources Division of Forestry and The Department of Public Instruction invite Pre-K through those who have completed 5th grade children and students to participate in the 2004 **Smokey Bear birthday card contest**. Because this is the year of **Smokey Bear's** 60th birthday, we are dedicating this year's contest to **Smokey** and his work in preventing wildfires.

Take this opportunity to share and discuss this theme with the children who visit your library and encourage them to submit their original birthday cards using **Smokey Bear** as the central figure.

Librarians, please print the artist's name, grade, local library, city and state on the back of the card in the lower right hand corner. Do not use dark marker as this may show through.



About Smokey Bear

Smokey Bear is highly recognized and internationally known as the symbol for wildfire prevention. You've seen him dressed in a ranger's hat and blue jeans carrying a shovel. The original **Smokey Bear** appeared on August 9, 1944 after a bear was rescued from a burning forest in the Capitan Mountains in New Mexico. **Smokey's** message, "**Remember, Only You Can Prevent Wildfires,**" is one that children have heard for many years, encouraging personal responsibility for fire prevention. **Smokey Bear** teaches children and adults to be careful with campfires, barbecues, trash fires, cigarettes and matches.

Deadlines:

July 16, 2004	Children completed entries submitted to their local libraries
July 23, 2004	Selected local winning entries and submitted to their regional system
July 30, 2004	Selected regional finalists submitted to the DNR Division of Forestry
August 9, 2004	The winning entry will be displayed on the DNR website

www.smokeybear.com

Deadline: July 16th, 2004



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TIPS AND RULES

Birthday cards must feature **Smokey Bear**. The cards should be based upon **Smokey Bear's** birthday theme. The entry cards should encourage children to take a personal role in preventing wildfires or conserving natural resources.

A good birthday card has bold and simple design. Its message is carried in both picture and slogan. Its message is easily understood.

Birthday cards are to be completed by individual student artists. Competition may include students from Pre-K through those who have completed 5th grade. Cards will be judged 20 percent each for originality, design, slogan, artwork and overall effectiveness of the message. Size of the birthday card entry should be no larger than 8½" x 11" folded in half. The back of the card should be left blank.

Suggested Materials

crayons	rubber-stamps
markers	puffy paints
poster paints	collage
watercolors	

Submit regional finalists to:

Catherine Regan
Wildfire Prevention Specialist
Wisconsin Department
of Natural Resources
101 S. Webster Street
Madison, WI 53707-7921



Bold colors are best. No three-dimensional posters, computer scanned or electronically generated images will be accepted!

Please print the artist's name, grade, local library, city and state on the back of the card in the lower right hand corner. Do not use dark marker as this may show through.

Children should submit card entries no later than July 16, 2004 to the local library. Each individual library will nominate a winner from their library to their Library System/Service Headquarters by July 23, 2004. One winner will then be chosen from each of the seventeen System/Service Headquarters. Each Library System/Service Headquarters must submit their winning entry to the Wisconsin Department of Natural Resources Division of Forestry by July 30, 2004.

Each winner will receive a **Smokey Bear backpack** and a **Smokey Bear doll**. The winning entry will be displayed on the DNR website by Smokey's birthday—August 9, 2004.

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