



Announcing the 2017 Smokey Bear & Woodsy Owl Poster Contest!



Children from first through fifth grade are invited to participate in the 2017 National Garden Clubs, Inc. Poster Contest!

The U.S. Department of Agriculture Forest Service and the National Garden Clubs, Inc. are giving students the opportunity to demonstrate their understanding of wildfire prevention and basic environmental conservation principles through original drawings of Smokey Bear or Woodsy Owl.

SMOKEY BEAR SAYS: ONLY YOU CAN PREVENT WILDFIRES!

Smokey Bear is recognized nationally and internationally as the symbol for wildfire prevention. The original Smokey Bear appeared in 1944. Smokey's message, "Only You Can Prevent Wildfires!" encourages personal responsibility for wildfire prevention. Smokey Bear teaches children and adults to be careful with campfires, barbecues, trash fires, and matches.

WOODSY OWL SAYS: LEND A HAND—CARE FOR THE LAND!

Woodsy Owl is America's icon for the conservation of the environment. Since 1971, Woodsy has helped parents and teachers inspire children to observe, explore, and care for the environment.

He challenges children to "Lend a Hand, Care for the Land!" and to take an active role in caring for the land through recycling, reusing, and reducing waste, planting and caring for trees, using resources wisely, and not littering.

PRIZES

- The National Grand Prize Winner of the Smokey Bear & Woodsy Owl Poster Contest will be honored with a Recognition Ceremony in Washington, DC. Round-trip airfare and accommodations for four will be provided.
- The National Garden Clubs, Inc. will award \$50 check to each of the First Place national winners in all five grades.





Recognition Ceremonies



- It is recommended that local and/or state recognition ceremonies be coordinated in conjunction with local events during Earth Week in April or during National Public Lands Day in September. Woodsy Owl and Smokey Bear should be present at these award ceremonies if at all possible.
- You can find and download Certificates of Participation at www.fs.usda.gov/learn/kids and www.gardenclub.org.
- The 1st place National Winners for each grade level category and the National Grand Prize winner will be announced at the 2017 National Garden Clubs, Inc. Annual Meeting.
- Certificates and prize money (\$50) for the four national winners will be mailed following the 2017 National Garden Clubs, Inc. Annual Meeting. The National Grand Prize Winner will get their check and certificate during the recognition ceremony in Washington, DC.
- The recognition ceremony for the National Grand Prize winner takes place every year during late Spring or Summer in Washington, DC.
- Forest Service conservation education and fire prevention regional coordinators can help you identify local Forest Service units that may assist you with having Smokey and Woodsy appear at your event. A list of coordinators is available at www.fs.usda.gov/learn/kids.

POSTER TIPS

1. A good poster has a bold and simple design.
2. Its message is easily understood, and is delivered both in the picture and in text.
3. Educators can provide paper to children in order to initiate the program.
4. Members of the National Garden Clubs, Inc. can purchase Smokey Bear and Woodsy owl promotional and educational products at the national Symbols Cache website at www.symbols.gov
5. Posters will be judged for originality, design, slogan, artwork, and overall effectiveness of the message.

