



Announcing the 2015 Smokey Bear & Woodsy Owl Poster Contest!



Children from first through fifth grade are invited to participate in the 2015 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 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 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 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.
- Certificates of Participation are available at www.fs.usda.gov/conservationeducation 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 receive their check and certificate at 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 wildfire prevention regional coordinators can help you identify local Forest Service units that may assist you by having Smokey and Woodsy appear at your event. A list of coordinators is available at www.fs.usda.gov/conservationeducation.

Poster Tips

1. A good poster has a bold and simple design.
2. Its message is easily understood, and is delivered both in 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, www.symbols.gov.
5. Posters will be judged for originality, design, slogan, artwork, and overall effectiveness of the message.





Poster Rules

1. All poster entries must be sponsored by a local Garden Club.
2. Posters must feature Smokey Bear or Woodsy Owl and **must not feature both together**.
3. Smokey Bear posters **must include** Smokey's wildfire prevention message: *Only you Can Prevent Wildfires!* Woodsy Owl posters **must include** Woodsy's conservation message: *Lend a Hand, Care for the Land!*
4. Posters should encourage children to take a personal role in preventing wildfires or conserving natural resources.
5. Each entry should be 11 x 17 inches in size.
6. Materials that can be used include: crayons, markers, poster paints, water colors, etc. The choice of paper is up to the child.
7. No three-dimensional posters, computer scanned, or electronically generated images will be accepted.
8. The following information should be written on the back of the poster in the lower-right corner: The artist's name and grade; the name of the sponsoring local garden club; and the name, address, phone number, and email of the contact at the local garden club (such as the Club President or the Youth Chair). If it is permissible, the following information should also be included: teacher's name and the address, phone number, and email address of the artist and/or his or her parent or guardian. Dark markers should not be used because they may show through. This information may be either written directly on the back of the poster or written on a separate sheet of paper that is then pasted in place.
9. Posters are to be completed by individual student artists. Competition may include students from first to fifth grade.
10. The Local Garden Club Chair must submit the poster entries to his or her State Chairman no later than January 23, 2015. The State Garden Club Chair must submit the five winning posters from his or her State to Regional Garden Club Chairman by February 24, 2015.
11. Since Smokey Bear and Woodsy Owl are official icons protected by law, the colors of their clothing need to be accurate. Check the colors on the Web site www.fs.usda.gov/conservationeducation



“Only YOU Can Prevent Wildfires!”

“Lend a Hand, Care for the Land!”





Poster Rules (continued)



12. Students should be reminded to check spelling. Posters with spelling errors will be disqualified.
13. Any group of children can participate. Scout troops, after-school programs, and the like are perfectly appropriate. The child's grade must be included on the poster so that the participant can compete in the correct grade category.
14. Local Garden Club coordinators should offer certificates of appreciation to all participants. Certificates are available for download at www.fs.usda.gov/conservationeducation and at www.gardenclub.org. They are also encouraged to organize a recognition ceremony. If there is a national forest nearby, the forest can be contacted to ask if Smokey or Woodsy can come and join the recognition ceremony. National forest addresses are available at www.fs.fed.us.
15. The Smokey Bear and Woodsy Owl poster contest is an opportunity for local Garden Clubs to connect with their communities. The contest may be used to promote the club, attract children and their parents, and raise awareness of the importance of caring for the environment.
16. Winning posters should be copied as they **will not be returned**.
17. Past winners are permitted and encouraged to participate again.
18. Posters may include artwork pasted upon a second piece of paper. However, they must be flat. 3D posters are not allowed.
19. A poster may include just the head of Woodsy or Smokey.
20. National Garden Clubs, Inc., local coordinators for the Smokey Bear and Woodsy Owl poster contest should contact their State or Regional Poster Contest Chairman in order to get promotional materials. Promotional materials are also available at www.fs.usda.gov/conservationeducation and www.gardenclub.org.
21. Posters that compete for the National Grand Prize become property of the Forest Service. They ARE NOT returned to the participants. Participants and State and Regional Poster Contest Chairmen should make copies or scan and save the posters they submit.

If you need additional information, please do not hesitate to contact Jennifer Moreno, moreno_jen@aps.edu, or Iris Velez, ivelez@fs.fed.us. 

Thank you so much for your support and commitment to the partnership between the National Garden Clubs, Inc. and the Forest Service. And remember:

Only You Can Prevent Wildfires!

Lend a Hand, Care for the Land!

