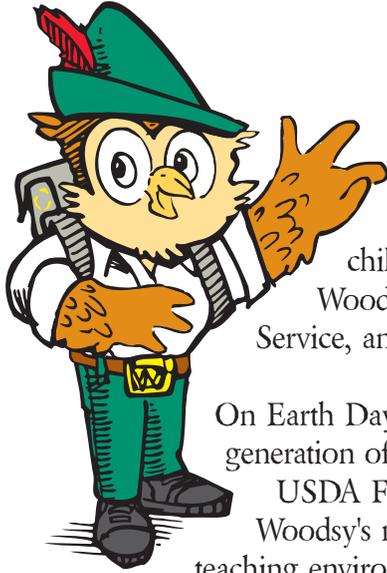


## A short History



For more than a quarter of a century, Woodsy Owl has been America's original and official environmental icon. Woodsy has been an anti-pollution symbol and taught us to, "Give a hoot; don't pollute!" Since his creation in 1971, Woodsy has been instrumental in helping teachers and parents inspire children to care actively for the environment. Like his good friend Smokey bear, Woodsy Owl is part of the United States Department of Agriculture (USDA), Forest Service, and a protected symbol under Public Law 93-318.

On Earth Day, April 22, 1997, the "new, improved" Woodsy emerged to befriend a new generation of children, motivating them to form healthy, lasting relationships with nature. The USDA Forest Service teamed up with the Children's Television Workshop in revitalizing Woodsy's message and appearance to become more meaningful with today's youth and teaching environments. The State Foresters, the National Forest Foundation, and other partners are working with the Forest Service to help Woodsy fly into children's lives.

Caring, friendly, and wise, Woodsy is a whimsical mentor to youngsters. His new message, "Lend a hand' care for the land!" is positive, easily understood, and generates an interest in the stewardship of natural resources. As Woodsy flies across the land, he invites children to see the world around them and explore their surroundings. Woodsy builds on his original message of, "Give a hoot; don't pollute!" by inviting children to renew, reuse, and recycle.

Woodsy's looks have changed to be more identifiable with children in the 1990s. He now sports a backpack, hiking shoes, and field pants -- smart and safe for exploring the "great outdoors." Woodsy appears sportier, ready to fly across forests and urban areas or lead children on nature hikes. Woodsy provides a new generation with a positive, enlightened introduction to a world in which we all work together to conserve. Woodsy's activities provide the opportunity for young children to appreciate the environment, and stimulate a desire to participate in the stewardship of natural resources.