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THE GENERAL ASSEMBLY OF PENNSYLVANIA

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HOUSE RESOLUTION

No. 461 Session of  
2019

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INTRODUCED BY FARRY, DALEY, HENNESSEY, JAMES, KORTZ, HILL-EVANS, GREINER, STAATS, BIZZARRO, HARKINS, KENYATTA, RYAN, FEE, PICKETT, FREEMAN, ECKER, ROEBUCK, DIGIROLAMO, YOUNGBLOOD, SONNEY, PYLE, LONGIETTI, CIRESI, HAHN, CALTAGIRONE, MILLARD, SAYLOR, MADDEN, MACKENZIE, KIM, ZIMMERMAN, SCHLEGEL CULVER, MOUL, BURNS, THOMAS, READSHAW, MALAGARI, SAINATO AND HEFFLEY, SEPTEMBER 3, 2019

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REFERRED TO COMMITTEE ON VETERANS AFFAIRS AND EMERGENCY PREPAREDNESS, SEPTEMBER 3, 2019

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A RESOLUTION

1 Noting Smokey Bear's 75th anniversary on August 9, 2019.

2 WHEREAS, The Smokey Bear Wildfire Prevention Campaign,  
3 launched by the United States Forest Service and the War  
4 Advertising Council in August 1944, is our nation's longest-  
5 running public service advertising campaign; and

6 WHEREAS, The United States Forest Service, the National  
7 Association of State Foresters and the Ad Council administer  
8 Smokey Bear's image; and

9 WHEREAS, According to the Ad Council, 95% of adults and 77%  
10 of children in the United States recognize the image; and

11 WHEREAS, Smokey Bear's great popularity and message of  
12 personal responsibility have remained constant since his  
13 earliest depiction, with his now-familiar ranger's hat and  
14 jeans, dousing a campfire, on a 1944 poster; and

1       WHEREAS, In 1950, a black bear cub rescued from the Capitan  
2 Gap Fire at Lincoln National Forest in New Mexico became a  
3 living symbol of the campaign; and

4       WHEREAS, A beloved National Zoo resident and campaign  
5 ambassador, Smokey Bear received hundreds of thousands of  
6 letters and drawings through his own official ZIP code before  
7 his death in 1976; and

8       WHEREAS, Generations have accepted their role in curbing  
9 human-caused forest fires and keeping small fires from becoming  
10 big fires; and

11       WHEREAS, Countless children have gained awareness of wildland  
12 fires and learned to be careful around campfires and keep away  
13 from matches, lighters and fireworks; and

14       WHEREAS, The House of Representatives commends Smokey Bear's  
15 significant legacy in advertising history, public policy and  
16 education; and

17       WHEREAS, The House of Representatives applauds Smokey Bear's  
18 memorable fire danger and fire safety messages; therefore be it

19       RESOLVED, That the House of Representatives note Smokey  
20 Bear's 75th anniversary on August 9, 2019.