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SECRETARY OF AGRICULTURE

FOR IMMEDIATE RELEASE: 2/11/2019

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Help Smokey Bear Celebrate His 75th Birthday with a “Shout-Out”

LITTLE ROCK, Ark. – The Arkansas Agriculture Department’s Forestry Commission (AFC) is sponsoring a Smokey Bear “Shout-Out” contest Feb. 11 through April 19 to celebrate Smokey’s 75th birthday. Smokey is the fictional bear that was designated the symbol for forest fire prevention in 1944 by the U.S. Forest Service and the Ad Council.

Elementary classes across Arkansas are invited to record a short video wishing Smokey a happy birthday and to share it with AFC and the Arkansas Agriculture Department’s (AAD) social media sites for a chance to win a birthday party with Smokey.

To enter the contest:

- Make sure the school name and class can be clearly heard in the video
- Keep it short (15-30 seconds)
- Like AFC and AAD Facebook pages: www.facebook.com/ArkansasForestryCommission and www.facebook.com/ArkAgricultureDepartment
- Post your video to your school’s Facebook page, making sure to add #SmokeyBear75
- Share the video, via messenger, with both pages
- You may also post it on your school’s twitter page and tag us [@ARDeptofAgricul](https://twitter.com/ARDeptofAgricul) and [@ARForestryComm](https://twitter.com/ARForestryComm), again making sure to add #SmokeyBear75
- Send an email to marketing@agriculture.arkansas.gov with the name of the school, city, county, what class is in the video, how many students are in the class and the teacher’s name, email and phone number

Eight winners will be randomly selected for the birthday party to be held in the first two weeks of May, prior to the end of the school year.

For more information on the contest or the rules, contact Brett Dawson at brett.dawson@agriculture.arkansas.gov or 501-219-6324.

The Arkansas Agriculture Department’s Forestry Commission, along with the U.S. Forest Service, Ad Council, and National Association of State Foresters, will be celebrating Smokey’s 75th birthday throughout 2019 and promoting his slogan, “Only YOU Can Prevent Wildfires.” Additional information about Smokey and learning resources for children and educators can be found at smokeybear.com.

The AAD is dedicated to the development and implementation of policies and programs for Arkansas agriculture and forestry to keep its farmers and ranchers competitive in national and international markets while ensuring safe food, fiber, and forest products for the citizens of the state and nation.

The Arkansas Agriculture Department offers its programs to all eligible persons regardless of race, color, national origin, sex, age or disability and is an Equal Opportunity Employer

