

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 470 Session of 2024

INTRODUCED BY HADDOCK, ROZZI, HILL-EVANS, GREINER, R. MACKENZIE, CONKLIN, VENKAT, HARKINS, MERSKI, PROBST, HOWARD, SCHLOSSBERG, DONAHUE, SANCHEZ, DALEY, CURRY, GREEN, O'MARA AND GERGELY, JUNE 7, 2024

REFERRED TO COMMITTEE ON TOURISM AND ECONOMIC AND RECREATIONAL DEVELOPMENT, JUNE 7, 2024

A RESOLUTION

1 Recognizing August 9, 2024, as "Smokey Bear's 80th Birthday" in  
2 Pennsylvania.

3 WHEREAS, Smokey Bear is considered the longest-running public  
4 service advertisement campaign in the history of the United  
5 States and one of the most recognized characters in the world;  
6 and

7 WHEREAS, Smokey Bear was created on August 9, 1944, by the  
8 United States Forest Service and the United States Advertising  
9 Council; and

10 WHEREAS, The United States Forest Service is the official  
11 licensor of Smokey Bear, whose likeness is protected by law as a  
12 Congressional trademark; and

13 WHEREAS, Smokey Bear is depicted as an American black bear  
14 and known for wearing a personalized ranger hat, blue jeans and  
15 a belt, standing upright with his shovel in hand; and

16 WHEREAS, In a 2023 survey, the Ad Council reported that 80%

1 of respondents were able to recognize Smokey Bear by his image  
2 alone and nearly half of the respondents knew a few lessons on  
3 preventing wildfires taught by Smokey Bear's campaign; and

4 WHEREAS, Smokey Bear's famous slogan is "Only YOU Can Prevent  
5 Wildfires" to help promote wildfire prevention and safety; and

6 WHEREAS, Smokey Bear educates both children and adults to  
7 "always be careful with fire," "never play with matches or  
8 lighters," "always watch your campfire" and "make sure your  
9 campfire is completely out before leaving it"; and

10 WHEREAS, Humans are the cause of nearly 85% of all wildfires  
11 in the United States due to leaving campfires unattended,  
12 burning debris unsupervised, equipment malfunctioning,  
13 carelessly tossing cigarettes or, more seriously, purposefully  
14 committing arson; and

15 WHEREAS, A congressional report from 2023 showed that  
16 wildfires cost the United States economy between \$394 billion  
17 and \$893 billion annually; and

18 WHEREAS, Pennsylvania was recently affected by Canadian  
19 wildfires in 2023, when the Department of Environmental  
20 Protection declared a Code Red for air quality due to smoke from  
21 the fires blowing toward this Commonwealth; and

22 WHEREAS, Pennsylvania is home to 16.6 million acres of  
23 forest, representing more than 60% of Pennsylvania's land; and

24 WHEREAS, Pennsylvania's forests employ more than 60,000  
25 people through our wood products industry that harvests what is  
26 considered the finest hardwood timber in the world; and

27 WHEREAS, Pennsylvania forests see tens of millions of  
28 visitors each year as our forests provide plenty of space for  
29 recreational activities such as hiking, camping and fall foliage  
30 viewing; and

1       WHEREAS, Forests help combat environmental factors, such as  
2 removing carbon dioxide from the atmosphere, supplying drinking  
3 water, protecting thousands of streams and providing a buffer  
4 from floods, thereby protecting homes and buildings; and

5       WHEREAS, Animals such as the bald eagle, wild turkey, black  
6 bear, red and grey foxes, white-tailed deer and red and evening  
7 bats living in Pennsylvania depend on vast forest ecosystems for  
8 survival; and

9       WHEREAS, All year long, the United States Forest Service will  
10 be celebrating Smokey Bear's 80th Birthday with planned  
11 activities and social media campaigns; therefore be it

12       RESOLVED, That the House of Representatives recognize August  
13 9, 2024, as "Smokey Bear's 80th Birthday" in Pennsylvania.