

# NEWS

U. S. DEPARTMENT OF AGRICULTURE

Castillo 388-4211  
McDavid 388-4026

## WOODSY OWL LAUNCHES ANTI-POLLUTION CAMPAIGN:

WASHINGTON, Sept. 15 - Woodsy Owl's career as a battler against environmental pollution began today when he was officially introduced as a U.S. Forest Service symbol by Secretary of Agriculture Clifford Hardin.

The Department of Agriculture's Forest Service manages 154 National Forests covering 187 million acres throughout the United States. It also conducts major environmental research, and works cooperatively with State and private organizations and individuals toward a productive, quality environment.

The Secretary explained that Woodsy will work as a constant reminder to children and adults of positive ways in which pollution can be fought. His theme: "Give a Hoot! Don't Pollute" will be aimed at virtually all forms of pollution in outdoor areas of the United States. The symbol will focus attention on improvement of the outdoor environment through such advice as: protecting the soil, vegetation, air, and water through wise and thoughtful use; elimination of unnecessary noise; and public appreciation and personal responsibility for the control of vandalism and destruction of our Nation's out-of-doors.

Secretary Hardin said millions of dollars are being spent annually to clean up recreation areas and repair vandalism damage on public lands alone. It is his hope, he said, that the Woodsy Owl campaign will be as successful in fighting pollution as Smokey Bear has been in forest fire prevention.

(More)

Chief Edward P. Cliff of the Forest Service said Woodsy will be a compatible partner for Smokey Bear, who will continue as the symbol for forest fire prevention. Secretary Hardin added: "Like Smokey, the Woodsy Owl campaign will be a cooperative effort. Liaison with the communications industry and major financing will be supplied by the Public Service Council, headed by Russell Nagle. The Council is in the process of receiving voluntary contributions from many United States corporations and foundations.

Helping launch the campaign are the volunteer advertising agency, Carson-Roberts, Inc. of Los Angeles, and the volunteer firm of Goldy Norton, Public Relations.

Chief Cliff said the first Woodsy Owl poster will be released in mid-October. The poster will be printed on paper stock containing recycled fiber. The owl, clad in Robin Hood hat and forest green pants, will appear in the poster with a whistle-like instrument called a "Hooter," which, when blown, gives off a hoot rather than a whistle. Other campaign material, including decals, bumper stickers, and coloring sheets for school children, will be made available later in the fall through Forest Service and cooperating offices.

The final version of the figure of Woodsy Owl was determined as a result of research studies carried out in schools, among church groups, at summer camps, playgrounds and parks in the Los Angeles area, Chief Cliff said.

Woodsy Owl will get further attention January 1, 1972, when he will be featured on a float at the annual Tournament of Roses Parade in Pasadena, California. It will be jointly sponsored by the Public Service Council and the Native Sons and Daughters of the Golden West. It is being constructed by C. E. Bent & Sons, Inc.

-----



**EDITORS:** Glossy prints of drawings of Woodsy are available free to news media from the Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Phone: 202-388-6633