I am sure you're going to recognize this famous figure. Smokey Bear and the American Cowboy asks that each and every one of you, kids and grown-ups alike help keep Americas Heritage alive by carrying smokey's message into the next century. REMEMBER ONLY YOU CAN PREVENT WILDLAND FIRES AND SMOKEY'S FRIENDS NEVER PLAY WITH MATCHES.

As you know, Smokey Bear has one tough job, especially this summer. One careless person with a match or fireworks and thousands of acres of forest, rangelands and wildlife habitat are destroyed. We can't afford to lose our natural resources to such carelessness. We must protect Americas forests and rangelands for future generations into next century. As Smokey says "it's up to each and everyone of us to help prevent wildland fires. PLEASE REMEMBER ONLY YOU CAN PREVENT WILDLAND FIRE