



NEWS RELEASE

Celebrate Smokey Bear's 60th Birthday on Aug. 6

SILVER SPRINGS, FL -- Smokey Bear is turning 60 this year and on Friday, Aug. 6, you're invited to help him celebrate with a day of fun and learning at Silver Springs Theme Park. Children can give Smokey big bear hugs as he makes appearances through out the day. Parents shouldn't forget their cameras because Smokey is not camera shy--he loves to pose for a picture!

August of 2004 marks Smokey Bear's 60th birthday. First appearing on a poster in 1944 pouring water over a fire, Smokey is one of the longest-running and most successful campaigns in American history. Today, he continues to spread his fire prevention message to all who will listen.

Visitors who come to celebrate Smokey's birthday can enjoy the indoor and outdoor exhibits at Silver Springs Theme Park.

This event is being sponsored by the USDA Forest Service in cooperation with the Florida Division of Forestry and Silver Springs Theme Park.

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Contact: James Hart, 850-523-8606
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