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UNIVERSITY OF KENTUCKY



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**WOODSY  
OWL**

**Fly With  
Woodsy Through  
Worlds of  
Outdoor  
Fun!**



**Give a hoot. Don't pollute.**

United States Department of Agriculture-Forest Service

# Welcome, Woodsy!



**Woodsy's here** to guide young children toward a caring relationship with the environment. Already known by an older generation, this 25-year-young character will soon be a familiar face to today's youngsters as well. These youngsters will be learning from his new motto, "Lend a Hand—Care for the Land!"

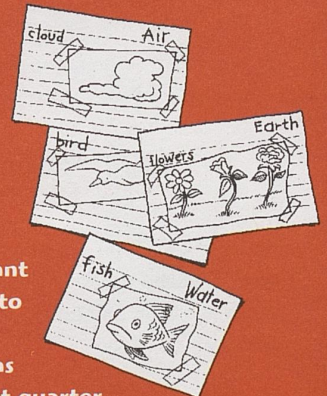


**With Woodsy** as an outdoor guide and mentor, children begin to see their environment in a new way. Woodsy encourages youngsters to marvel at and explore the natural world. Invite Woodsy Owl into your school or after-school center, and before long the children will begin to form caring, lasting relationships with their environment.



**Join the USDA Forest Service** in introducing children to this fanciful creature. Woodsy's coming to you with simple, hands-on land stewardship activities—and there's so much more ahead.

# Welcome to Woodsy's wonderful world!



Welcome to Woodsy's wonderful world! We want children of the nineties to have the opportunity to know and love Woodsy as children have for the last quarter century. Children ages 5-8 have a special mentor to help them connect with their environment. Thanks for being part of our team to share Woodsy's important messages.

**Pam Godsey**  
Natural Resource Conservation Education  
Program Manager

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### A Tiny Bit of Woodsy History

In 1970, Woodsy entered homes and schools all across the country. He encouraged and motivated children with the message "Give a Hoot, Don't Pollute!"

As years passed, more children became Woodsy's allies by developing an awareness of and appreciation for their natural environment. Today Woodsy Owl is a familiar and friendly face to over three-quarters of American households. Yet, with an ever-changing set of environmental issues and challenges, it's time to introduce Woodsy to another generation of young children. Caring, friendly, wise, and always outdoorsy, Woodsy's ready to meet a new set of young friends and naturalists.

### What's New With Woodsy Owl?

Woodsy Owl will always be a friend and guide who invites children of all ages to explore and care—to give a hoot!—for their natural environment. Woodsy's been busy, though, changing his image and focus. He now boasts a look that reflects a positive attitude toward health and fitness.

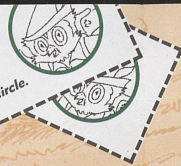
Woodsy's stronger now, and able to fly swiftly through his forests and other environments. Woodsy also has a new message, "Lend a Hand—Care for the Land!" It's broader and appeals to a wider and younger audience.

Research shows that children who don't connect with the environment at a young age find it hard or even impossible to do so later. Young children need a solid foundation of active, hands-on, and positive encounters with nature. As their awareness and appreciation grow, a sense of responsibility and respect for the environment will follow.

The new Woodsy Owl Activity Guide, the first in a series of projects featuring Woodsy, makes an effort to reach these youngsters and help them realize there's a whole world outside to discover and explore.

Name one way that trees help us.

Fly forward 1 circle.



### What's in the Woodsy Owl Activity Guide?

- Engaging hands-on activities designed for children ages 5-8 in after-school programs and classrooms
- Fly, Woodsy, Fly!—a reproducible board game children can play anywhere
- Reproducible Woodsy Owl detective badges
- Tips, nature fun facts, and Woodsy's "Words to Know"
- A guide to integrating the activities and activity extensions into the curriculum

**A first-edition Woodsy Owl poster (14 by 22 inches) is available, too!**



The activities in the guide were tested by teachers and after-school program leaders in urban, rural, and suburban communities nationwide. Here's what some of them had to say:

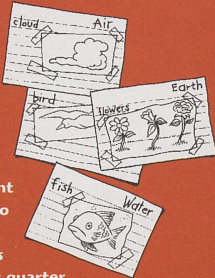
*"Science is usually boring for children. Having manipulatives and working with their hands is more motivating. And, I can incorporate these activities into every curriculum area."*—Kindergarten teacher

*"I like the composting activity because the children were so excited about it and we were able to do it outside. It made me think we could do a year-round compost pile."*—Director of after-school program for children ages 5-8

*"I think children now understand why we have to care for our land, our environment, and the world around us."*—Kindergarten/First grade teacher




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**Pam Godsey**  
 Natural Resource Conservation Education  
 Program Manager



**Woodsy's Flying  
 to Your  
 Neighborhood!**

He's bringing his Woodsy Owl Activity Guide, and much more! For information about introducing Woodsy Owl to your classroom or after-school program, contact:



**The Smokey Bear—Woodsy Owl  
 Center of Excellence**  
 402 SE 11th Street  
 Grand Rapids, MN 55744



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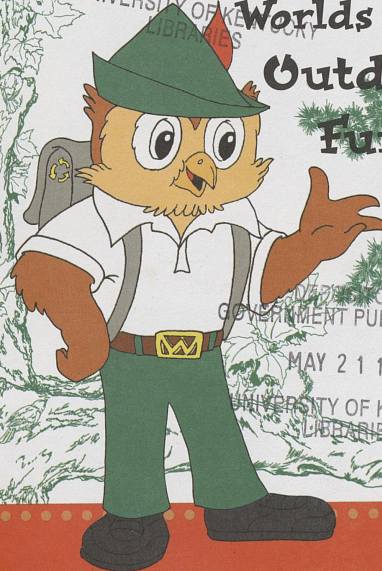
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