



THE WINTER 2016 VOLUME 19, ISSUE 2 EAGLE EYE

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM

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The Eddie Eagle GunSafe® Program, created in 1988, teaches Pre-K - 4th grade children that if they find a gun:

**Stop! Don't Touch.
Run Away.
Tell a Grown-Up.**

Eddie Eagle Flies Into The Digital Age

DURING THE NRA'S 144TH

Annual Meetings and Exhibits, the National Rifle Association unveiled a brand new video for its Eddie Eagle GunSafe® Program. The video features the familiar face of Eddie Eagle, a cartoon character who's delivered a crucial message to nearly 28 million children since 1988.



Eddie has a modernized look and some new friends known as the Wing Team. Together, they learn the right thing to do if they ever come across a gun: STOP! Don't touch. Run away. Tell a grown-up. The video also features a discussion between the Wing Team, parents and law enforcement to answer questions children might have in such a situation.

"It's about safety—nothing more, nothing less," said Wayne LaPierre, NRA Executive Vice President. "And when it comes to our children, nothing is more important." The NRA is the leader in teaching firearm safety

and the new Eddie Eagle will teach millions of children how to potentially avoid an accident.

The new video is the result of a year-long research and development process involving focus groups in cities across the country. Moms, children, teachers, principals and superintendents vetted the characters, storylines and songs in order to create the finished product.

The modernized program includes resources for parents and children, including curriculum guides, and student workbooks at www.eddieeagle.nra.org. In addition to all the updates the program is proud to announce the launch of Eddie's Tree House, a fun, safe place just for kids at eddieeagle.com. The tree house features sing-alongs, coloring pages, discussion questions, games and even a safety challenge. We encourage you to send kids to visit eddieeagle.com so they can watch the video and meet the new Eddie and his Wing Team!



EDUCATORS & EDDIE

CENTER POINT ELEMENTARY SCHOOL IS WING TEAM SMART!

By: Marianne Johnson, Eddie Eagle Program Coordinator

As part of their comprehensive school counseling program, Center Point Elementary School in Center Point, AL teaches safety using the Eddie Eagle GunSafe® Program materials. With many of their students exposed to firearms at home, school counselor Teresa Blount wanted to make sure her students were adequately educated on firearm accident prevention.

“We place great emphasis on being and staying safe at school as well as at home. Our students really respond well to the class discussions that result from the Eddie Eagle video and they absolutely enjoy the other materials.” Ms. Blount explained. Since introducing the program in 2009, Ms. Blount has reached over 4,000 children with Eddie’s lifesaving message. Following the lesson, it is not uncommon to hear the students singing the chant and doing the motions while they are on the playground or in the hallway.

Center Point Elementary is very excited to implement the new materials and resources in their counseling curriculum this school year. “The new video offers a more thorough lesson on gun safety and includes awesome dialogue between the students with their peers, parents and police officers.” Teresa said.



Students at Center Point Elementary School in Center Point, AL learn Eddie Eagle’s GunSafe message: Stop! Don’t Touch. Run Away. Tell a Grown-Up.

“We appreciate the financial resources available to help us obtain these materials for our students and their families.” In fact, most educators can get Eddie Eagle materials for their students at no cost to them. State grants from *Friends of NRA* through The NRA Foundation provide Eddie Eagle program materials to educators in most states free of charge. Teachers can simply email eddie@nrahq.org or call the Eddie Eagle Program at 800-231-0752 to see if they can order free materials for their school.

Since the program has been taught at Center Point Elementary School, it continues to be one of the favorite lessons among the students and educators. A well-deserved thank you goes out to Ms. Blount for ensuring her students learn Eddie’s important safety message. With her continued dedication and support, we’re sure she will go on to reach many more children.

FIREARM ACCIDENT PREVENTION EDUCATION BILL PASSES IN LOUISIANA

By: Marianne Johnson, Eddie Eagle Program Coordinator

This past summer, lawmakers in Louisiana passed House Bill 446 that promotes teaching elementary students about firearm safety. WWL AM870 covered the bill’s quick pass in the House with a vote of 93-3 in May. The measure was introduced by Rep. Blake Miguez (R- New Iberia)

“It’s very similar to other dangers, like stranger danger, electricity safety, or fire safety,” said Miguez. “The goal is to save children’s lives and protect our youth.” The legislation allows for public school districts to allocate time and funding to administer gun safety lessons modeled after the Eddie Eagle GunSafe Program. Miguez says the bill levels the playing field and gives children, who might not have firearm knowledge, the basics to not touch or play with a gun and alert an adult right away. The measure took effect on August 1, 2015, just in time for the new school year.

The Eddie Eagle Program staff had the opportunity to speak with several educators from Louisiana at the National Elementary School Principal Conference about how excited they are to bring

the program to their community. Grant funding provided by *Friends of NRA* through The NRA Foundation is available nationwide for schools, law enforcement agencies, hospitals, daycare center and libraries to receive free program materials.

IN THE NEWS





LAW ENFORCEMENT PARTNERS IN SAFETY

LAW ENFORCEMENT'S EVER EXPANDING ROLE IN COMMUNITY SAFETY

By: Brianna Lowden, Eddie Eagle Program Coordinator

Law enforcement are tasked with many responsibilities these days. In addition to keeping roads safe and fighting crime, law enforcement agencies are now more focused on community safety than ever. A law enforcement agency's most effective tool in teaching kids about gun safety is the Eddie Eagle GunSafe® Program. The Eddie Eagle GunSafe program is a gun accident prevention program that seeks to help parents, law enforcement, community groups and educators navigate a topic paramount to our children's safety. Teaching kids that if they see a gun to "STOP! Don't Touch. Run Away. Tell a Grown-up," allows law enforcement agencies to fulfill their commitment to educate children that firearms are not toys. The Eddie Eagle GunSafe Program is widely embraced by generations of children and adults throughout the nation. Kids are thrilled to see Eddie and are quickly able to recall the important safety message he represents.

The Eddie Eagle GunSafe program is very proud to have the opportunity to work with hundreds of law enforcement agencies around the country. Every year the program hears great stories of Eddie's success and the tremendous impact that Eddie Eagle has on local communities. Many law enforcement agencies across the country deploy Eddie Eagle at various community events including National Night Out events this August and October



Kids at the Students at the Children's World Learning Center & Academy were very excited to actually meet Eddie at the end of the program with the Pitt County Sheriff's Office in Greenville, NC.

to maintain safe environments for children and families in their communities as well as Halloween Trunk or Treat events, Safety-town Summer programs, 4th of July events, and Back to School events with school resource officers. We encourage agencies to think about adding Eddie and his safety message to their various community events.

Additionally, a brand new Eddie Eagle can now be seen at different community events, safety fairs, schools, and head start

programs. Along with new materials, Eddie Eagle mascot costumes have also been redesigned. The Eddie Eagle mascot costumes often make a tremendous impact in their communities; they add an element of excitement to Eddie Eagle presentations and the children are always eager to show Eddie what they have learned about firearms safety. Thanks to Friends of NRA through The NRA Foundation, many law enforcement agencies across the country have been given grant funding to purchase an Eddie Eagle costume of their own. For more information about how to apply for a costume grant, get involved with the Eddie Eagle Program, or have a story you'd like to share about how you used Eddie Eagle to teach children to be GunSafe please email us at eddie@nrahq.org or call us at 1 (800) 231-0752.



The Pitt County Sheriff's Office also incorporates Eddie Eagle in their yearly summer camp curriculum as well as making sure that Eddie Eagle is available for community functions by request.



STATE FUND GRANTS

Grant funding is available for schools, law enforcement agencies, hospitals, daycare centers and libraries interested in bringing Eddie Eagle to children in their area. Obtaining these funds is easy and hassle free - there is no application or paperwork to complete. This funding provides free student workbooks, animated videos, brochures, stickers, and posters.

HOW TO ORDER:

Email eddie@nrahq.org or call Eddie Eagle Headquarters at (800) 231-0752.

In your email, please include what agency you are with to qualify for grant funding along with the amount of materials you need and the shipping address.

PLEASE, PLAN AHEAD -

Order early and allow at least three weeks (15 working days) for ordered materials to arrive.

Grant funding provided by *Friends of NRA* through The NRA Foundation provides funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only. Email or

State Fund Grants (supported by the *Friends of NRA*) Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers only.

State	Amount	State	Amount
Alaska	\$2,000.00	Montana	\$2,000.00
Arkansas	\$342.14	Nebraska	\$ 4,000.00
Central California	\$2,000.00	Oregon	\$1,473.78
Eastern California	\$2,000.00	Rhode Island	\$.580.46
Connecticut	\$1,000.00	South Dakota	\$234.69
Delaware	\$.285.01	North Texas	\$.181.58
Hawaii	\$.426.80	West Texas	\$.5,000.00
Iowa	\$2,000.00	Utah	\$.441.15
Southern Illinois	\$2,000.00	Washington	\$.2,278.92
Indiana	\$.184.49	Wisconsin	\$.3,428.88
Maryland	\$.3,573.73	Wyoming	\$1,000.00
Massachusetts	\$.574.01		

call us today! Funds are limited and are available on a first come, first served basis.

For more information about *Friends of NRA*, visit: <http://www.friendsofnra.org>.

Law enforcement agencies are also eligible to apply for a grant from the *Friends of the NRA* through The NRA Foundation for a FREE Eddie Eagle mascot costume! To apply, please visit The NRA Foundation website <http://nrafoundation.org/>

For more information about *Friends of NRA*, visit: www.friendsofnra.org.



GUNSAFE NOTES

EAGLE EYE ONLINE

This is your final reminder that the Eagle Eye is going digital! Subscribe today, before it's too late! In 2016, we will be offering the newsletter exclusively online. The new format will be sent to the subscriber's email. Please make sure the Eddie Eagle staff have your correct contact information by sending an email to eddie@nrahq.org.

In today's digital age, the Eddie Eagle GunSafe® Program staff are very excited to be able to offer our biannual newsletter to even more child safety advocates through email and online resources than ever before!

Please make sure the Eddie Eagle staff have your correct contact information by sending an email to eddie@nrahq.org or mailing in the form below:

YES, I WOULD LIKE TO CONTINUE TO RECEIVE THE EAGLE EYE NEWSLETTER!

Name: _____ Email: _____

Form should be mailed to:
National Rifle Association, Attn: Eddie Eagle GunSafe Program
11250 Waples Mill Road, Fairfax, VA 22030



VOLUNTEER SPOTLIGHT

ARMED WITH AWARENESS: MASON MAGOUYRK AND EDDIE EAGLE

By: Marianne Johnson, Eddie Eagle Program Coordinator

“Once Eddie Eagle comes out, the girl in the crown no longer matters! The kids LOVE Eddie Eagle.” Miss Lakes of the Northwest Mason Magouyrk jokes. Following firearm related accidents in her community, Mason decided it was time to educate both the children and adults of Batesville, AR about the importance of gun safety and the proper handling of firearms. In the four years since Mason started volunteering with the Eddie Eagle GunSafe® program she has reached over 2,000 children in Arkansas.

“As a contestant in the Miss Arkansas Scholarship Pageant, I promote my platform, *Armed with Awareness: Aware that Guns are There* throughout the state of Arkansas.” Mason explains. After winning her first Miss Arkansas Scholarship Pageant preliminary in November of 2011 in Blytheville, AR she partnered with Chief Ross Thompson of the Blytheville Police Department in the hopes of getting an Eddie Eagle mascot costume. The Blytheville Chickasaw Shooting Association graciously donated the needed funding for the costume to allow Mason and the Blytheville Police Department to leave a lasting impression on children with Eddie’s Gunsafe message.

Mason also advocates for the Eddie Eagle program beyond classroom presentations. She has written many letters to the editors in local newspapers and advertised in her hometown football program about the steps to teach your children on how to be GunSafe. “The Batesville and Blytheville communities have not only

donated funds so I may continue educating children about gun safety, but these communities have also entrusted me with teaching their children how to behave around firearms.” Mason reflects on the response she has received.

The Eddie Eagle Program relies heavily on its national grassroots network of volunteers, like Mason, to promote and teach the program in their communities. With the help of these volunteers and more than 26,000 schools, law enforcement agencies, and civic organizations, Eddie Eagle’s important safety message has reached over 28 million children.

The Eddie Eagle staff commend Mason’s passion for the program. “I truly believe this program is the most valid gun safety program out there. No matter what your political stance is on citizens with firearms, each side truly wants one thing: to feel safe.

Educating children and adults on the proper use of firearms is the first step to creating safe homes across America.” She states.

To become a volunteer for your club or community you can email eddie@nrahq.org or call (800) 231-0752. Grant funding, provided by *Friends of NRA* though The NRA Foundation, is available nationwide for law enforcement agencies, schools, hospitals, daycares and libraries to receive program materials, including the new DVD, free of charge. For more information check out our website www.eddieeagle.nra.org.



Official Publication of the National Rifle Association

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Treasurer

R. Kyle Weaver
Executive Director
General Operations

Chris Cox
Executive Director
Institute for
Legislative Action

The Eddie Eagle GunSafe® Program Staff Listing



Eric Lipp
National Manager, Community Outreach Department
Phone: (703) 267-1569
e-mail: elipp@nrahq.org

Brianna Lowden
Program Coordinator
Phone: (703) 267-1574
e-mail: blowden@nrahq.org

Marianne Johnson
Program Coordinator
Phone: (703) 267-1572
e-mail: mjohnson@nrahq.org

Eddie Eagle Department
EddieEagle.nra.org - For Parents!
EddieEagle.com - For Kids!
Eddie@nrahq.org - For Questions!

Make Sure Your Local School Gets Their Eddie Eagle Materials This Winter!

Call 800-231-0752 To Order Today!

For More Information Visit:

**EddieEagle.nra.org - For Parents! • EddieEagle.com - For Kids!
Eddie@nrahq.org - For Questions!**




Materials Available:

- Workbooks - Level 1, 2 & 3
- Parents Guide to Gun Safety
- Animated DVDs
- Reward Stickers
- Message Coins



The Eddie Eagle GunSafe® Program



**Stop!
Don't Touch.
Run Away.
Tell a Grown-Up.**

The National Rifle Association
11250 Waples Mill Road
Fairfax, Virginia 22030
(800)231-0752
www.eddieeagle.nra.org

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