

A Publication of the Eddie Eagle GunSafe[®] Program - Vol. 10, Issue 2

The Eddie Eagle GunSafe[®] Program, created in 1988, teaches Pre-K - 3rd Grade children that if they find a gun to: **Stop! Don't Touch. Leave the Area. Tell an Adult.**

Eddie Eagle Program Keeps Tennessee 3rd Grader Safe

In March of this year, eight-year old Billy Thornton was with his father, Daryl, at the local credit union in Knoxville, TN when he encountered

arranged for a presentation at the Carter Middle School auditorium. The Eddie Eagle Program contributed a certificate and autographed picture

a potentially dangerous situation. While his father was waiting in line, Billy went to the restroom and spotted a handgun in plain view pointed directly at him. But fortunately, Billy knew just what to do thanks to Officer Katy Davis of the Knox County Sheriff's Office, who had taught Billy's class the safety lesson of the Eddie Eagle GunSafe[®] Program more than a year before. Billy did exactly what he had been instructed - STOP! Don't Touch. Leave the Area. Tell an Adult. He returned to his father and told

him what he had found. Mr. Thornton retrieved the loaded gun and turned it over to the credit union's manager.

After hearing the story, Davis quickly made plans to recognize Billy for, as she says, "Making a safe choice and following safety guidelines." She



Education Officer Katy Davis and Eddie Eagle congratulate Billy Thornton.

Billy's story was relayed to the audience, made up mostly of his peers, as an excellent example of how vital it is to follow all safety rules. I would like to applaud

of Eddie Eagle, which was

presented to Billy by Davis.

I would like to applaud Davis for her continued dedication to teaching the Eddie Eagle GunSafe Program to children. Quite frankly, her efforts very well may have saved Billy's life. Additionally, I appreciate that

she recognized Billy and reinforced his responsible actions to his peers. Finally I would like to applaud Billy for remembering Eddie Eagle's safety lesson when he found a gun. He acted very responsibly – and respected important safety rules to help keep him and others safe.

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By Heidi Cifelli, Program Manager

Spotlight: Bakersfield, CA, Kindergarten Students To Learn Eddie Eagle's Gun Safety Lesson

By Jorge Amselle, Media Relations Coordinator

Every Kindergarten student in Kern County, CA will soon learn Eddie Eagle's lifesaving message of gun accident prevention thanks to the efforts of Kern County District Attorney Edward R. Jagels, and Kern County Superintendent of Schools Dr. Larry Reider.

"My son is five years old, and the first time he saw Eddie Eagle on TV he wanted to watch the video over and over again, and then he ran around the house singing Eddie's gun safety message. Even now, months later, he still knows that important message and repeats it," said Jagels.

The Eddie Eagle GunSafe[®] Program, NRA's groundbreaking gun accident prevention program for children in pre-Kindergarten through the third

exceptionally well and generated great feedback.

Heidi Cifelli, Program Manager of Eddie Eagle,

was thrilled about the billboard project. "I applaud

the Odessa Crime Stoppers for coming up with

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In the News – Eddie Eagle Billboard (Odessa, TX)

By Tricia Humphries, Program Coordinator

Have you ever wondered what you or your community could do to get Eddie Eagle's message out there? Well, just like their state, the Odessa Crime Stoppers in Odessa TX, decided to go big -- really big! Thanks to funding provided by a

U.S. Department of Justice Project Safe Neighborhoods' grant, the Odessa Crime Stoppers put up a bright yellow billboard with Eddie Eagle's image and message along with their own logo and the Project Safe Neighborhoods' logo as well.



a creative idea to promote Eddie Eagle's vital safety message. Hopefully the billboard will spark more program interest in the community, as well as start a gun safety dialog between parents and their children."

Editor's Note: NRA trademarks, including

Susan Rogers, Executive Director with the Odessa Crime Stoppers, contacted the Eddie Eagle Program staff last September, and requested permission to use the Eddie Eagle character and safety message. After going through the proper procedures (see Editor's Note below), Rogers was granted permission and the billboard was on its way to being completed.

The eye-catching billboard, which was up for about 45 days, was placed at a major intersection that has approximately 16,570 vehicles go by in a 24hour period. When asked how they came up with the billboard idea, Rogers stated, "A billboard seemed to be the avenue that would be most noticed by the audience we were trying to reach." She went on to say that since the billboard was so bright it stood out the trademarks of The NRA Foundation, may not be used without written permission of the NRA Secretary.

If you are interested in reproducing the Eddie Eagle character and/or slogan submit a written request to:

> Mr. Edward J. Land, Jr., Secretary National Rifle Association of America Office of the Secretary 11250 Waples Mill Road Fairfax, VA 22030

Continued from Page 2

grade, has reached over 18 million children in all 50 states, Canada, and Puerto Rico. Created by past NRA President Marion P. Hammer, in consultation with child psychologists, elementary schoolteachers, and law enforcement officers, the program gives children a simple, effective action to take should they encounter a firearm in an unsupervised situation: "If you see a gun, STOP! Don't Touch. Leave the Area. Tell an Adult."

Jagels knew he wanted the Eddie Eagle GunSafe[®] Program taught in the local schools after seeing the reaction his son displayed when watching the video. He took his idea to Superintendent Reider, who agreed that the program would benefit the county's young children. They decided to focus their efforts on every Kindergarten-aged child in the county—12,500 Kindergarten students in 630 classrooms. Thanks to a grant from The NRA Foundation and *Friends of NRA*, Kern County schools will receive all the Eddie Eagle materials they need free of charge.

Fatal firearm accidents in the Eddie Eagle age group have been reduced more than two-thirds since the inception of the program, according to the National Center for Health Statistics. NRA feels that gun accident prevention programs such as Eddie Eagle are a significant factor in that decline. Over the years, the program has been praised by numerous groups and elected officials, including the National Safety Council, the U.S. Department of Justice, the National Sheriffs' Association and 24 state governors. NRA regularly receives letters from parents whose children have encountered a firearm, but, because of what they learned in Eddie Eagle, avoided accidents.

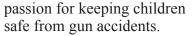
Educators & Eddie Western Village Academy, Oklahoma City, OK By Elizabeth M. Bush, Program Coordinator

Nancy Hollingsworth is a dedicated educator who has worked with the Oklahoma City School District for 14 years. Over the last six years, Ms. Hollingsworth has incorporated the Eddie Eagle program into her guidance counseling classes and has been able to reach over 1,350 children with Eddie's lifesaving message.

Hollingsworth was introduced to the Eddie Eagle Program through other guidance counselors in her school district who raved about the effectiveness of the program. After teaching the program herself and seeing its effectiveness firsthand, Hollingsworth became a strong believer that children need to be taught gun accident prevention. In fact, on more than one occasion, her students related

stories where they utilized the Eddie Eagle lesson.

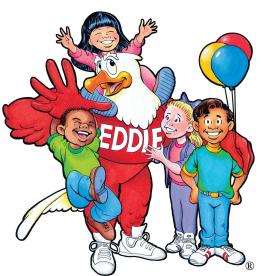
When asked for her thoughts about the program, Hollingsworth said, "Exposing young children to gun accident prevention is a valuable lesson that needs to be taught. I haven't found a better curriculum." We appreciate Nancy Hollingsworth's support of the program and the many other educators who share her



If you are an educator with the desire to teach Eddie's safety message to children in your school, we are here to assist you. You can contact us at (800) 231-0752 or via email at: eddie@nrahq.org.

Editor's Note: Since May of 1995, The NRA Foundation (through *Friends of NRA*) has given over \$60,000 of grant funding in Oklahoma to the Eddie Eagle Program that has enabled educators, law enforcement agencies, hospitals, libraries, and day care centers to

obtain program curriculum materials free of charge. In Oklahoma City alone, the program has been taught to over 42,380 children since its inception.



Gilligan was recently promoted to the Bay County Sheriff's Office Beach Patrol Division, after making a significant impact on the development of the department's Eddie Eagle program outreach. Although he is no longer assigned to the Community Service Division, Gilligan said he would continue to volunteer for the Eddie Eagle Program in his spare time.

Gilligan's unwavering dedication to children's safety will continue to make him a "go to guy" in the Bay County Sheriff's Office. We are proud to spotlight his efforts in this issue's Law Enforcement Partners in Safety.

possible for every child in the third grade within Bay County to see an Eddie Eagle presentation and learn Eddie's lifesaving message.

keep their children safe. "Eddie Eagle is a fabulous program that really gets to the point, and the kids are able to easily grasp the concept," said Gilligan. He is currently trying to make it

Law Enforcement Partners In Safety **Bay County Sheriff's Office - Panama City, FL - Deputy Ron Gilligan**

By Elizabeth M. Bush, Program Coordinator

Deputy Ron Gilligan is someone who has gone above and beyond the call of duty in order to make the Eddie Eagle Program a success in his area. Gilligan has worked with the program for eight years now, after transferring from his department's Field Patrol Division to the Community Service Division. Eddie Eagle was already being taught by Sheriff's office personnel, but Deputy Gilligan helped make it the great success that it is today.

After many years of hard work teaching the program, in May 2004, Gilligan and the rest of the staff from Bay County Sheriff's Office received exciting news. They were awarded a grant from The NRA Foundation (through Friends of *NRA*) for an Eddie Eagle mascot costume. When asked about the impact of having Eddie Eagle appear in their presentations, Gilligan stated, "Eddie has brought the Sheriff's Office presentations up to

the next level." Gilligan could not say enough about the tremendous impact the costume has made. "The kids all love Eddie, but it is truly the person inside the costume that makes it successful," stated Gilligan. In his department, Deputy Nikki Vickers and Sgt. Marc Tochterman currently wear the costume. "They both make Eddie Eagle come to life, and do an outstanding job."

Later that year, Deputy Gilligan had the county road department make "road signs" that depicted all four parts of the program's safety message to use in his presentations: STOP! Don't Touch. Leave the Area. Tell an Adult. Gilligan believes the additional visuals help reinforce the program's message to the children. These signs have been incorporated into each and every presentation within their county,



Sheriff Frank McKeithen, Eddie Eagle, and Deputy Ron

Gilligan share Eddie's message with some young children.

and have truly made an impact on making the presentations even more memorable.

Gilligan has also made it possible for every elementary school library in all of Bay County, FL to have a copy of the Eddie Eagle animated video. His reason for doing this was to enable children in the county to be able to take the video home from the library to watch again, and share with their families. By doing this, Eddie's

GunSafe® Notes

Back to School Items

It's back to school time again! Start the new school year off with these Eddie Eagle items.

- <u>Eddie Eagle Pencils</u>
 Kids of all ages will enjoy these brightly colored pencils, which feature Eddie
 Eagle's four-part safety message. Cost is \$5.50 per box of 25 (both purple and yellow pencils included).
- <u>Classroom Safety Poster</u> The 17" x 22" colorful poster features Eddie Eagle and his lifesaving message. The poster is English on one side and Spanish on the other. Cost is \$.75 per poster.

Bi-lingual Volunteers

We are interested in finding Eddie Eagle volunteers who are bi-lingual in English and Spanish. Because our program offers materials in both English and Spanish, we would like to find volunteers who can assist when there is an inquiry in their area for a bi-lingual instructor.

If you are bi-lingual in English and Spanish, and would feel comfortable conducting an Eddie Eagle assembly in Spanish, please respond to us by calling 800-231-0752 or via email at: Eddie@nrahq.org.



The NRA Foundation

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

STATE	AMOUNT AVAILABLE
Alaska	\$2,445
Arizona	\$3,774
Arkansas	\$6,669
California (Norther	m) \$1,294
California (Souther	m) \$2,350
Colorado	\$689
Connecticut	\$1,199
Delaware	\$1,193
Florida	\$2,968
Georgia	\$846
Idaho	\$965
Illinois	\$1,687
Indiana	\$3,811
Iowa	\$1,247
Kansas	\$1,422
Kentucky	\$18
Maine	\$899
Massachusetts	\$1,471
Michigan	\$10,038
Minnesota	\$1,891
Missouri	\$8,459
Montana	\$2,614
Nebraska	\$1,716
Nevada	\$1,731
New Hampshire	\$971
New Jersey	\$1,198
New Mexico	\$2,674
New York (Upstate	e) \$1,595

Oklahoma	\$8,135
Oregon	\$5,899
Pennsylvania	\$1,622
South Dakota	\$1,429
Tennessee	\$408
Texas (South)	\$1,854
Texas (West)	\$4,036
Vermont	\$737
Virginia	\$122
Washington	\$1,379
West Virginia	\$2,491
Wisconsin	\$1,888
Wyoming	\$749

This funding provides free student workbooks, instructor guides, animated videos, brochures, reward stickers, and posters.

HOW TO ORDER:

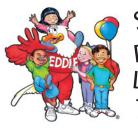
- 1) Call the NRA Sales Office at (800) 336-7402.
- 2) Notify the sales office representative that you would like to use your state grant to order Eddie Eagle materials. 3) Place your order.

Remember, PLAN AHEAD -Items should be ordered at least two weeks prior to a presentation or event.

The Eddie Eagle® applies for grant funds from the Friends of NRA each year. These grant funds make it possible for schools, law enforcement agencies, libraries, hospitals, and daycare centers to receive Eddie Eagle curriculum materials at no cost. Using grant funds to obtain materials is easy and hassle-free. No application or paperwork is necessary. If you are with one of the above agencies and your state is listed, then you may be eligible for free curriculum materials. Call today! Funds are limited and are available on a first come, first served basis.

For more information about Friends of NRA, visit www.nrafoundation.org/ friends.

2005



Stop! Don't Touch. Leave the Area.

Tell an Adult

The National Rifle Association 11250 Waples Mill Road Fairfax, Virginia 22030 800-231-0752 www.nrahq.org/safety/eddie

SALES ORDER FORM The Eddie Eagle GunSafe® Program

Order by Phone/Customer Service	Order by Fax	Order by Mail
NRA Program Materials Center	1-800-525-5562 Domestic	NRA Program Materials Center
Weekdays 8:30 am – 11 pm	1-304-728-2171 Foreign	Box 5000
Weekends 10 am – 6 pm ET		Kearneysville, WV 25430-5000
1-800-336-7402 or 304-725-7050		-

*Phone Orders: Please Inform the Customer Service Agent You are Ordering Eddie Eagle Materials

Bill to Organization:	Bill to Organization:
Attn:	Attn:
Address:	Address:
City:	City:
State: Zip:	State: Zip:
Daytime Telephone:	Daytime Telephone:

English	Spanish		English	Spanish		Total
Item No.	Item No.	Description	Qty.	Qty.	Price	Cost

Grades Pre-K-1

12475	N/A	Student Workbook Level 1 (Pk/25)	pk	N/A	\$5.00	
N/A	12474	Workbook Level 1 – Spanish Only	N/A	ea	\$0.20	
12451	N/A	Instructor's Guide Level 1	ea	N/A	\$2.50	
12440	12441	Big Book (14" x 18" storybook)	ea	ea	\$9.95	

Grades 2 & 3

12482	N/A	Student Workbook Level 2 (Pk/25)	pk	N/A	\$5.00	
N/A	12483	Student Workbook Level 2 – Spanish Only	N/A	ea	\$0.20	
12490	N/A	Instructor's Guide Level 2	ea	N/A	\$2.50	

Additional Materials

12540	12541	Animated Video (7 minutes)	ea	ea	\$9.95	
12383	N/A	Eddie Eagle Pencils (Box/25)	bx	N/A	\$5.50	
12381	See	Student Reward Sticker (Pk/25)	pk	N/A	\$1.00	
	Below					
N/A	12860	Student Reward Sticker (Sheet/10) – Spanish Only	N/A	ea	\$0.50	
12430	12430	Safety Poster – English/Spanish	ea	ea	\$0.75	
12852	12853	Parents' Guide to Gun Safety Brochure (Pk/25)	pk	pk	\$2.50	
12350	N/A	Eddie Eagle GunSafe® Program Brochure	ea	N/A	\$0.10	
12800	N/A	Safe Schools, Safe Students Brochure – A Guide for	ea	N/A	\$0.10	
		School Staff				

Retail Items

155	N/A	Adult T-Shirt – specify size XXL	ea	N/A	\$10.00	
165	N/A	Denim Adult Shirt – specify size S, M, L, XL	ea	N/A	\$24.95	
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Subtotal						
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TOTAL						

Order by Phone/Customer Service	Order by Fax	Order by Mail
NRA Program Materials Center	1-800-525-5562 Domestic	NRA Program Materials Center
Weekdays 8:30 am – 11 pm	1-304-728-2171 Foreign	Box 5000
Weekends 10 am – 6 pm ET		Kearneysville, WV 25430-5000
1-800-336-7402 or 304-725-7050		

<u>Payment</u>

*Check {Payable to the National Content of the	**Purchase Orde		ney Order	
Charge my order to:	MC VISA	DISCOVER	AMEX	Exp Date
Card # //_/_/_/	'	_/////	_/	
X			_	

My signature authorizes the charge to my account

SHIPPING TABLE					
Note: There is a Minimum Shipping Fee on all orders.					
Merchandise Total	Standard	3 rd Day	2 nd Day	Next Day	
	Shipping				
Up to \$10.00	\$3.50	\$18.50	\$28.50	\$43.50	
\$10.01 to \$30.00	\$5.50	\$20.50	\$30.50	\$45.50	
\$30.01 to \$60.00	\$7.50	\$22.50	\$32.50	\$47.50	
\$60.01 to \$90.00	\$10.50	\$25.50	\$35.50	\$50.50	
\$90.01 to \$120.00	\$13.50	\$28.50	\$38.50	\$53.50	
\$120.01 to \$150.00	\$16.50	\$31.50	\$41.50	\$56.50	
\$150.01 to \$200.00	\$19.50	\$34.50	\$44.50	\$59.50	
Over \$200.00	\$22.50	\$37.50	\$47.50	\$62.50	
Foreign Shipping	For deliveries outside the U.S. and Canada,				
	add \$10.00 to the above shipping rate.				

Date

Reminder: *Please allow 7-10 business days upon receipt of payment for orders to be delivered. **Allow 4-6 weeks for delivery when using a purchase order. Purchase orders must be over \$15.00. All products and prices are subject to change without notice.	Sales Tax CT & WV 6%; DC 5.75%; MD 5%; VA 5% Add Appropriate %: CA, IA, MN, NY, OH, PA, TN, WI Sales tax rates are subject to change without notice.
All returns and exchanges must be made within 60 days of receipt of merchandise.	