



The Eagle Eye

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

By Heidi Cifelli, Program Manager

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 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

arranged for a presentation at the Carter Middle School auditorium. The Eddie Eagle Program contributed a certificate and autographed picture of Eddie Eagle, which was presented to Billy by Davis. 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.



Education Officer Katy Davis and Eddie Eagle congratulate Billy Thornton.

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.

In this issue of



The Eagle Eye

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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

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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.



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 24-hour 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

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

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

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

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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 passion for keeping children safe from gun accidents.

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.



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 Tochtermann 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,

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 message is reinforced at home and it allows for the parent to become involved. Additionally, Gilligan sends each child home with the brochure *Parents' Guide to Gun Safety*, which provides the parents with information on how to 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

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

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.



Sheriff Frank McKeithen, Eddie Eagle, and Deputy Ron Gilligan share Eddie's message with some young children.

GunSafe® Notes

Back to School Items

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

- Eddie Eagle Pencils
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).
- Classroom Safety Poster
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.

Order form included in this newsletter

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.



Official Publication of the National Rifle Association

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The Eddie Eagle GunSafe® Program Staff Listing

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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	Oklahoma	\$8,135
Arizona	\$3,774	Oregon	\$5,899
Arkansas	\$6,669	Pennsylvania	\$1,622
California (Northern)	\$1,294	South Dakota	\$1,429
California (Southern)	\$2,350	Tennessee	\$408
Colorado	\$689	Texas (South)	\$1,854
Connecticut	\$1,199	Texas (West)	\$4,036
Delaware	\$1,193	Vermont	\$737
Florida	\$2,968	Virginia	\$122
Georgia	\$846	Washington	\$1,379
Idaho	\$965	West Virginia	\$2,491
Illinois	\$1,687	Wisconsin	\$1,888
Indiana	\$3,811	Wyoming	\$749
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)	\$1,595		

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 NRA Program Materials Center Weekdays 8:30 am – 11 pm Weekends 10 am – 6 pm ET 1-800-336-7402 or 304-725-7050	Order by Fax 1-800-525-5562 Domestic 1-304-728-2171 Foreign	Order by Mail NRA Program Materials Center Box 5000 Kearneysville, WV 25430-5000
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***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 Item No.	Spanish Item No.	Description	English Qty.	Spanish Qty.	Price	Total Cost
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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 Below	Student Reward Sticker (Pk/25)	pk	N/A	\$1.00	
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	<i>Parents' Guide to Gun Safety</i> Brochure (Pk/25)	pk	pk	\$2.50	
12350	N/A	Eddie Eagle GunSafe® Program Brochure	ea	N/A	\$0.10	
12800	N/A	<i>Safe Schools, Safe Students</i> Brochure – A Guide for School Staff	ea	N/A	\$0.10	

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	

Subtotal						
Sales Tax						
Shipping						
TOTAL						

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

*Check _____ **Purchase Order _____ *Money Order _____
 {Payable to the National Rifle Association}

Charge my order to: MC ___ VISA ___ DISCOVER ___ AMEX ___ Exp Date _____

Card # /

X _____

My signature authorizes the charge to my account _____ Date _____

SHIPPING TABLE				
Note: There is a Minimum Shipping Fee on all orders.				
Merchandise Total	Standard Shipping	3 rd Day	2 nd Day	Next Day
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.			

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. All returns and exchanges must be made within 60 days of receipt of merchandise.	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.
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