

The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Winter 2007; Volume 11, Issue 1

Eddie Eagle Celebrates 20 Million Safer Children

By Eric Lipp, Program Manager

Due to the efforts of thousands of dedicated law enforcement professionals, educators, volunteers, and civic leaders, The Eddie Eagle GunSafe® Program has now reached over 20 million children. From Washington, D.C., to Los Angeles, California, 20 million children throughout the country have now learned Eddie Eagle's important safety message and know what to do if they encounter a firearm.

Eddie Eagle volunteers have worked relentlessly to spread Eddie Eagle's message throughout their communities, and are totally committed to protecting children from gun accidents. Their efforts have helped teach thousands of children, and have raised thousands of dollars to help support the Eddie Eagle program. Their help, along with contributions from The NRA Foundation (through Friends of NRA), have funded Eddie Eagle programs around the country, and allowed Eddie Eagle to reach over 20 million children.

Since the creation of the program 19 years ago by past NRA President Marion P. Hammer, over 26,000 educators, law enforcement agencies, and civic organizations have taught the Eddie Eagle program to children in their communities.

Commenting on the program, Nancy Hollingsworth, M. Ed., a counselor at Western



Since 1988, the Eddie Eagle program has reached over 20 million children across the United States.

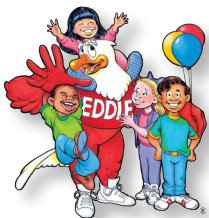
Village Academy in Oklahoma City, Oklahoma, said, "I have used the Eddie Eagle GunSafe Program for eight years. The students at Western Village Academy love the video, materials, and jingle. They all know the slogan, 'STOP! Don't Touch. Leave the Area. Tell an Adult.' Thank you for partnering with us to encourage our children to make safe and wise choices."

Chief Deputy Tom Spangler of the Knox County (Tennessee) Sheriff's Department, added, "We started the program in 1992. We have completed over 1,800 presentations to

over 80,000 students, and we would encourage any agency to become a partner with this program."

As we mark this incredible milestone, we must continue to work diligently to spread Eddie Eagle's lifesaving message to even more children. Our never-ending goal is to teach every Pre-K through third grade child in America how to stay safe if they encounter a firearm. We will continue our efforts with volunteers, schools, and law enforcement agencies to make that goal a reality.

In this issue of



The Eagle Eye

With Your Help2

In the News3

Educators & Eddie3

Partners in Safety4

GunSafe Notes5

Grant Funding6



NRA

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.**

In the News

Eddie Eagle Lands in St. Louis for NRA Annual Meetings

By Eric Lipp, Program Manager

The Eddie Eagle GunSafe® Program was a tremendous hit at this year's NRA Annual Meetings and Exhibits in St. Louis, Missouri. The Eddie Eagle GunSafe® exhibit celebrated reaching 20 million children

to date, and conducted a variety of activities for this year's attendees.

Children and adults alike rushed to the booth in order to be photographed with both the Eddie Eagle mascot and the gi-

ant inflatable Eddie. Staff also treated booth visitors by giving out over 600 glow-in-the-dark Eddie Eagle beach balls with "20 Million Children Reached" printed on them.

The staff took numerous Polaroid pictures, which were used to make picture buttons to hand out to adoring fans. This activity was so popular that staff ran out of film! Eddie Eagle was scheduled to stop by the booth three times a day for photo opportunities, but due to his popularity, Eddie was required to appear for several encore photo sessions.

There were also seven drawings for Eddie Eagle materials to reach 500 children in each winner's community. The contest was extremely popular,

and over 350 people signed up to win materials for their hometowns. Staff also promoted the new DVD release of our Eddie Eagle animated video, and gave away 500 copies. The videos were so popular with attendees that the supply of DVDs was exhausted before the end of the show. Staff spoke with literally thousands of attendees about the Eddie Eagle program and received lots of great feedback.

In addition to the activities at NRA's Annual Meetings and Exhibits, the Eddie Eagle staff also conducted local school assemblies in the days prior to the exhibits. Over a period of three days, the staff conducted seven assemblies and reached



(From L-R) Eliza Zara, Brenda Potterfield, and Sara Potterfield-Zara stop for a snapshot with Eddie Eagle at the NRA Annual Meetings.

Continued on page 3

With Your Help...

By Eric Lipp, Program Manager

Thanks to the dedicated efforts of local volunteers, law enforcement officers, and educators, the Eddie Eagle GunSafe Program® has accomplished several feats that we want you -- the people doing the work on the ground -- to know about.

- The Eddie Eagle program has now reached over 20 million children with its important lifesaving accident prevention message.
- Over 26,000 schools, law enforcement agencies, and civic groups have now taught the Eddie Eagle program in their local areas in their efforts to keep the children in their communities accident-free.
- There are now over 200 Eddie Eagle mascot costumes throughout the country for use by law enforcement personnel.

- With the help of law enforcement personnel, educators, and volunteers, the Eddie Eagle program reached over 1.2 million children in 2006 with Eddie's lifesaving message.
- Recent efforts have started or revitalized Eddie Eagle programs around the country in places such as: Long Island, New York; St. Louis, Missouri; Cleveland, Ohio; Detroit, Michigan; Las Vegas, Nevada; New Orleans, Louisiana; Miami, Florida; Fairfax, Virginia; and Sacramento, California.

"...the Eddie Eagle program reached over 1.2 million children in 2006..."

- Special thanks to The NRA Foundation (supported by *Friends of NRA*) which has funded 17 new Eddie Eagle mascot costumes (\$45,050) since 2006 for use by local law enforcement agencies to enhance their Eddie Eagle presentations.

“Eddie Lands in St. Louis,” continued from page 2

1,265 St. Louis students with Eddie Eagle’s important safety message.

Staff held three assemblies in downtown St. Louis schools with the St. Louis Metropolitan Police Department, as well as three assemblies in St. Louis County with the Belle-

fontaine Neighbors Police Department and the Richmond Heights Police Department. Another assembly was held across the river in Brighton, Illinois. All of the assemblies were tremendously successful, and every law enforcement agency and school principal asked

for the program to return the following year. Local volunteers are currently working with Eddie Eagle staff to ensure that Eddie Eagle’s important message returns to the St. Louis Public Schools for years to come.

Educators & Eddie

Dr. Linda Reiger: Ascot Avenue Elementary School, Los Angeles

By Daniel Feldbusch, Senior Communication Specialist

A plate of cold cuts was the perfect reminder to Dr. Linda Reiger that The Eddie Eagle GunSafe® Program was working in her school. Reiger is the guidance counselor at Ascot Avenue Elementary School, a kindergarten through sixth-grade school that is part of the Los Angeles Unified School District, and she has been teaching the Eddie Eagle program to every third-grade class for the last 11 years.

During a recent career day at the school, Reiger was walking down the hall with Josh, a sixth grader. Josh is one of the hundreds of children who have learned about Eddie Eagle’s important safety message from Reiger.

As the two were walking down the hall, Reiger stopped a teacher’s aide to ask her to go to the library and watch over some food. “We had food set out for the guest speakers on career day,” Reiger said. “I wanted the aide to go in there and make sure that teachers didn’t come in and eat the food.”

While Reiger was talking to the aide, Josh suggested that the aide should shout, “Stop! Don’t Touch!” if anyone came near the food.

“We weren’t even talking about Eddie Eagle,” Reiger said. “But

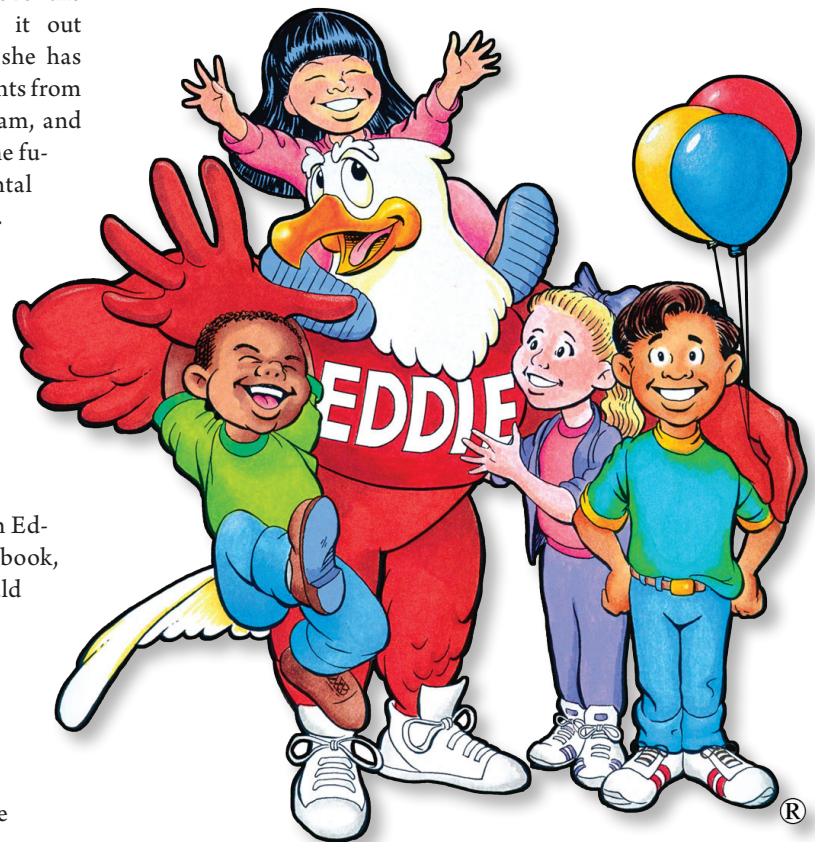
Josh remembered about Eddie’s safety message from all of those years ago when he was a third-grader. And other kids will say to me, ‘Remember when you showed me that program?’”

Reiger believes that the whole concept and production of the Eddie Eagle program works well.

“The kids do remember it,” she remarked. “They love the little book. They read it out loud.” Reiger said that she has never heard any complaints from parents about the program, and would not expect to in the future. “It’s not a judgmental program,” she explained. “It doesn’t matter if people are pro-gun or anti-gun. This program can work for anybody. Eddie Eagle does not make a judgment about guns.”

Referring to a story in an Eddie Eagle student workbook, Reiger said, “A child could find an old gun in an attic that no one has used for years. But Eddie’s message can keep a tragedy from happening. That’s what I like about this program....the message is all about gun safety.”

“It’s not a judgemental program. It doesn’t matter if people are pro-gun or anti-gun. This program can work for anybody.”



Law Enforcement Partners in Safety

Carrie Lindenfeld: Safety Trainer in Richmond Public Schools

Department of Safety and Security

By Amanda Page, Eddie Eagle Program Coordinator

Carrie Lindenfeld is a woman who takes great pride in helping to ensure the safety of the children of Richmond, Virginia. Previously employed with the Richmond Sheriff's Office, Lindenfeld came to work for the Richmond Public Schools as the Safety Trainer for the Department of Safety and Security. She quickly became familiar with the Eddie Eagle GunSafe® Program, which has been used by Richmond's school system since 1998. In her position as Safety Trainer, Lindenfeld has dedicated her time to reach thousands of children in all of Richmond's 29 elementary schools with Eddie's important safety message.

In March of 1998, her department received a grant from The NRA Foundation (through *Friends of NRA*) to purchase its own Eddie Eagle mascot costume. Unfortunately, after years of productive use in the school system, the mascot was victim to theft while not in use. Because Lindenfeld's department has been one of the most dedicated users of the Eddie Eagle program and reached thousands of children each year, the Eddie Eagle staff worked diligently with Lindenfeld to recently replace their mascot, with the help from private donors.

When Lindenfeld was asked how the mascot costume impacts the overall program, she stated that the program is just not the same without Eddie. She believes that it is vitally important for the children to interact with Eddie, and she feels that the use of the mascot costume makes the program more effective for the children than having them watch only the video.

Lindenfeld and her department have worked hard to reach children in many different outlets around Richmond. Instead of conducting a safety week in the schools each year, they dedicate the entire month of October to safety. With the assistance of the Junior Reserve Officers' Training Corps (JROTC), they go into as many elementary schools as possible and invite the students to school-wide assemblies where the students can watch the Eddie Eagle video and learn Eddie's safety message. As part of the assembly program, a JROTC member appears wearing the Eddie Eagle costume and the children get to meet Eddie and practice the "Eddie shuffle" with him. Lindenfeld pointed out that meeting Eddie after seeing the video made the children even more enthusiastic, and they were



Carrie Lindenfeld and NRA's Eddie Eagle.

proud to show Eddie what they had learned about gun safety.

In addition to making school appearances, Lindenfeld said that it is important for her department to have Eddie appear at various community events and locations in order to reach people who are unfamiliar with the program. She has conducted numerous Eddie Eagle gun safety events at local churches, daycare centers, and even hospitals, such as the Bon Secours Richmond Community Hospital. At these events, Lindenfeld shows adults and children the Eddie Eagle video, and invites everyone to meet Eddie.

However, Lindenfeld hasn't confined her gun safety activities to locations such as schools, churches, and hospitals. She also set up a table outside the local Sam's Club where patrons could pick up literature and view the Eddie Eagle video. She even convinced the manager of the store to dress up as Eddie!

We are proud to highlight Lindenfeld's hard work and her dedication to teaching children Eddie's lifesaving message. If she has anything to do with it, Eddie Eagle will be part of the Richmond Public Schools, as well as the Richmond community, for a long time to come.

Want to see your Department Featured Here?

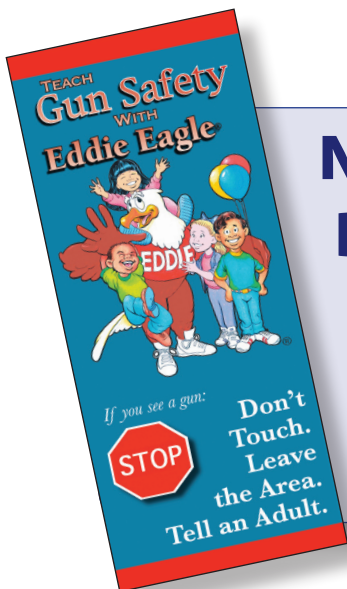
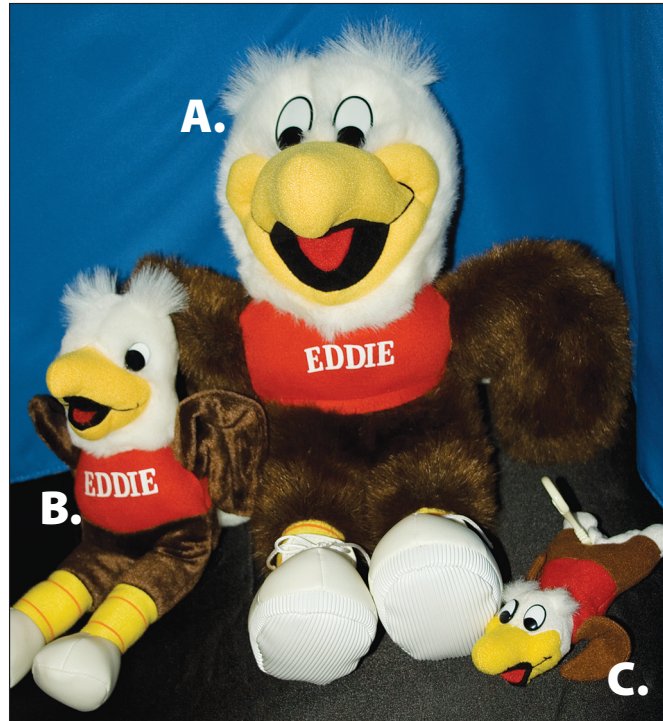
Call the Eddie Eagle Program office at **1-800-231-0752** or email us at eddie@nrahq.org with a few of the great things that you've done with the Eddie Eagle program. If we like what we hear, you might find yourself or your department featured in an upcoming edition!

GunSafe® Notes

Just in time for the 2007 school year, Eddie Eagle Plush Dolls, Beanie Babies, and Jitter Critters are now back in stock.

- A. Eddie Eagle Plush Doll.** A high quality 14" tall plush toy of the one-and-only gun safety mascot – Eddie Eagle. Cost is \$17.99.
- B. Eddie Eagle Beanie Baby.** A 10" tall beanbag doll of the lovable gun safety mascot – Eddie Eagle. Cost is \$6.99.
- C. Eddie Eagle Jitter Critter.** A 5" tall Eddie Eagle doll that moves when activated by a string. Cost is \$3.00.

An order form is included in this newsletter.



New Eddie Eagle Brochure!!

A brand new Eddie Eagle brochure is now available for volunteers to help promote the Eddie Eagle GunSafe® Program. This new colorful brochure is free to volunteers. If you are interested in obtaining Eddie Eagle promotional brochures for use in your area, call (800) 231-0752 to speak to a member of the Eddie Eagle staff.

We Want to Hear From You

Has your child or student been impacted by the Eddie Eagle Program? Has Eddie helped them to stay GunSafe? If so, please write to us and your story might appear in the next Eagle Eye or Eddie Eagle publication.

Official Publication of the National Rifle Association

John C. Sigler
President

Ronald L. Schmeits
1st Vice President

David A. Keene
2nd Vice President

Edward J. Land, Jr.
Secretary

Wilson H. Phillips Jr.
Treasurer

Kayne Robinson
*Executive Director,
General Operations*

Chris Cox
*Executive Director,
Institute for
Legislative Action*

The Eddie Eagle GunSafe® Program Staff Listing



Eric Lipp
Program Manager
Phone: (703) 267-1569
email: elipp@nrahq.org

Brandon Blackman
Program Coordinator
Phone: (703) 267-1572
email: bblackman@nrahq.org

Amanda Page
Program Coordinator
Phone: (703) 267-1574
email: apage@nrahq.org

Eddie Eagle Department
Phone: (800) 231-0752
email: eddie@nrahq.org

www.nrahq.org/safety/eddie

State Fund Grants

Funding for schools, law enforcement agencies, libraries, hospitals, and daycare centers **only**. Funding from The NRA Foundation (supported by *Friends of NRA*).

This funding provides free student workbooks, instructor guides, animated videos, brochures, 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® Program applies for grant funds from the NRA Foundation (supported by *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.

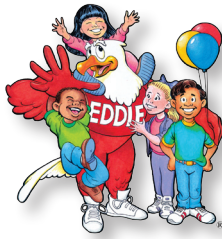
State	Amount	State	Amount
Alaska	\$1,924.92	Nebraska.....	\$1,438.39
Arizona	\$1,698.37	Nevada	\$862.43
Arkansas	\$1,149.65	New Hampshire.....	\$244.38
California (Central).....	\$2,597.93	New Mexico	\$2,892.55
California (North)	\$151.52	New York (Upstate)	\$5,234.81
Colorado	\$895.33	Ohio	\$1,807.57
Connecticut.....	\$867.14	Oklahoma.....	\$2,408.84
Delaware.....	\$930.25	Oregon	\$3,257.10
Florida	\$4,032.89	Pennsylvania.....	\$6,361.93
Idaho.....	\$1,651.45	South Dakota.....	\$1,751.47
Iowa	\$510.48	Vermont	\$202.46
Maine	\$672.75	Washington.....	\$2,641.31
Minnesota	\$3,296.70	Wisconsin.....	\$724.30
Missouri.....	\$7,656.36	Wyoming	\$1,843.19
Montana.....	\$3,799.94		

The Eddie Eagle GunSafe® Program



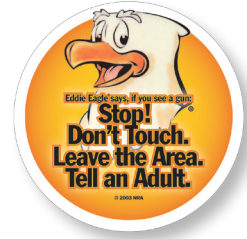
**Stop!
Don't Touch.
Leave the Area.
Tell an Adult.**

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 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
---	--	--

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

Ship 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
------------------	------------------	-------------	--------------	--------------	-------	------------

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	\$0.60	
12451	N/A	Instructor’s Guide Level 1	ea	N/A	\$2.50	
N/A	12441	Big Book (14” x 18” storybook) – Spanish Only	N/A	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	\$0.60	
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	
12542	N/A	Animated DVD (7 minutes)	ea	N/A	\$9.95	
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	

Retail Items

12552	N/A	Eddie Eagle Plush Doll	ea	N/A	\$17.99	
12556	N/A	Eddie Eagle Beanie Baby	ea	N/A	\$6.99	
12376	N/A	Eddie Eagle Jitter Critter	Ea	N/A	\$3.00	

Subtotal

Sales Tax

Shipping

TOTAL

