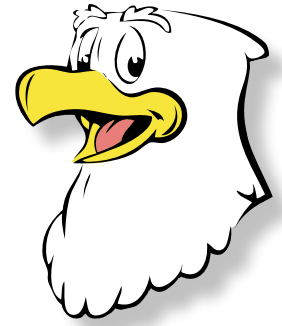


The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Summer 2009; Volume 13, Issue 2

Eddie Eagle Swoops into Phoenix, AZ for NRA Annual Meetings

by Eric Lipp, Eddie Eagle Program Manager

Once again an Annual Meetings and Exhibits highlight, the Eddie Eagle GunSafe® Program celebrated reaching 22 million children to date and conducted a variety of activities for this year's attendees.

Children and adults alike stopped by the booth for pictures with Eddie. As an added bonus, staff turned a number of those pictures into buttons for Eddie's adoring

fans. We also handed out over 1,200 brand new Eddie Eagle Message Coins, each containing Eddie's life saving message.

Additionally, there were seven drawings for Eddie Eagle materials. Each included packets for up to 500 children in each winner's community. Hundreds of people entered to win materials for their hometowns. But the giveaways didn't stop there. We also handed out animated Eddie Eagle

DVDs and over 1,000 Eddie Eagle Jitter Critters.

The Jitter Critters were so popular with attendees that the supply 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.

We always like to hold Eddie Eagle assemblies at the local elementary schools prior to every Annual Meeting and Phoenix was no different. With a hand from the Phoenix Police Department, the staff conducted six assemblies and reached over 1,000 Phoenix students with Eddie Eagle's important safety message. Each assembly was met with tremendous enthusiasm. So much so that every school principal asked for the program to return next year. That's good news because now the Phoenix Police Department will ensure that Eddie Eagle's important message returns to the Phoenix Public Schools whenever requested!



Crowds flock to visit the Eddie Eagle GunSafe Booth at the NRA Annual Meeting In Phoenix, AZ

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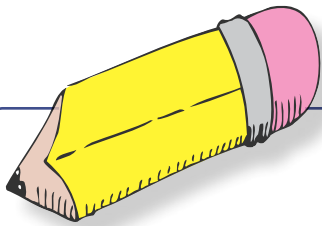
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NRA

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.*



EDUCATORS AND EDDIE

By Danielle Gross, Eddie Eagle Program Coordinator

Michael Brownstein has had a hand in the Chicago Public School system for over 34 years. So when it comes to understanding how to reach children, it's safe to say that Michael knows best. And what program is a favorite of the kids at Mollison Elementary School? Well Eddie Eagle of course!

"I have recommended the program to others and they also tell me how effective it is and how it has positively impacted the children they work with," stated Mr. Brownstein. "This is definitely a part of the solution program."

Living in a "high crime area where guns are prevalent and gang activity is a serious issue," Michael knew

he needed to find a program that teaches children what to do if they should find a firearm. After reading about the Eddie Eagle GunSafe® Program in *Learning Magazine*, he immediately requested information and has been using the program ever since. "We need our children to understand the dangers when they see a gun lying around," he said. "They should know the correct response to that kind of situation."



younger students to complete the activity workbooks, enabling the program to reach hundreds of children at once. Mr. Brownstein said that the children really enjoy this format and greatly benefit from helping each other.

Though the program usually ends at third-grade, Michael expanded his version to include fourth-grade students. Now the third and fourth-grade students serve as mentors to the first and second-graders. The older children work closely with the

We are honored to recognize Michael Brownstein for his continued support of the Eddie Eagle Program and wish him the best of luck in the future. The dedication that he has shown to his students and the program will help keep the Mollison School District community safe for years to come.



Michael Brownstein works with children from the Mollison School District on Eddie Eagle safety lessons.





IN THE NEWS



Eddie Eagle Just Keeps on Flying

By Eric Lipp, Eddie Eagle Program Manager

The Eddie Eagle GunSafe® Program is proud to announce that it has now reached over 22 million children with its important lifesaving message. Mainly due to the dedicated efforts of law enforcement officers, teachers, and volunteers the Eddie Eagle Program has been able to keep moving forward, reaching millions of children year after year. These are the folks that use Eddie

Eagle in their local communities doing the real work in the field, and truly committed to keeping kids safe.

Started in 1988 by past NRA President Marrion P. Hammer, the Eddie Eagle Program has now grown into a nationwide program that is the leader in firearm accident prevention safety training. Focusing on a simple and easy to remember

message, If you see a gun: STOP! Don't Touch. Leave the Area. Tell an Adult., the program is easy to use and really gets kids involved. The program's goal is to reach every Pre-K through third grade student in the country so there is still plenty of work to do. However with the support of many I know we are already well on our way.

VOLUNTEER SPOTLIGHT: Paul Rockhold

By, Jon Draper, Eddie Eagle Program Coordinator

Have you noticed a large eagle on the side of the road recently? You might have if you live in or around Albuquerque, New Mexico. In fact, you might have seen as many as ten! That's all due to the efforts of Paul Rockhold, Eddie Eagle Program State Coordinator for New Mexico. Using grant funding from *Friends of NRA*, Paul got together with Eddie Eagle staff to design a billboard that now appears in ten different locations in and around greater Albuquerque. These billboards are viewed by thousands of people a day.

Paul has been instrumental in our efforts to reach children in New Mexico with Eddie's lifesaving message. In fact, Paul has been responsible for delivering that message to thousands and thousands of kids throughout New Mexico. There are even three Eddie Eagle mascot costumes that owe their existence to Paul. Each of these costumes are worn at schools, outdoors shows, and other special events as requested. But his work with the NRA doesn't stop there. He's also been a great

help at the Eddie Eagle booth during the NRA Annual Meetings.

Paul and his wife Mary both serve with the Valencia County, Friends of NRA. When the National Police Shooting Championships moved to New Mexico in 2006, he joined the ranks of volunteers lending a hand. Always looking to help, Paul was appointed scorekeeper on the shotgun range and has been a fixture there ever since.

Those of us here in the Eddie Eagle department, and at the NRA, cannot thank Mr. Rockhold enough for the time and effort he has donated over the years. It's because of dedicated volunteers, like Paul and his wife Mary, that we reach an average

of one million kids per year with Eddie Eagle's lifesaving message. The state of New Mexico and the City of Albuquerque owe a thanks to Paul for his efforts on behalf of firearms safety. "I couldn't have done it without Mary and the grants from the NRA Foundation," said Paul.

If you are interested in helping us spread Eddie's safety message or in becoming an Eddie Eagle volunteer, please contact the Eddie Eagle staff at (800) 231-0752.



One of 10 billboards seen in and around Albuquerque, NM.

The Eddie Eagle GunSafe® Program received a call from Rockford Police Officer Mark Honzel last year. Officer Honzel went on to tell of a horrible tragedy that took place in his

small Illinois town and wanted to help ensure that such a thing would never happen again. Staff here at the NRA immediately sent Officer Honzel educational materials and worked with him

to get Eddie Eagle's safety message to the children in Rockford. Below is an article from the *Rockford Register Star*. It tells us how he helped turn this tragic tale into a positive story.

Rockford Register Star

Rockford police turn tragedy into lesson

By Corina Curry

On a sunny Sunday afternoon last summer, Rockford police officers Mark Honzel and Susan Bubik came across a crime scene like none other in their 16 and 17 years in law enforcement.

An 8-year-old boy, Taevius "Tay" Coleman, lay motionless against a fence line, a large gunshot wound to the side of his chest. People were gathering around, some were screaming. A pistol-grip shotgun was on the ground nearby. The officers checked the boy for a pulse. They performed CPR until an ambulance came and took the boy away. Moments later, news would come that the Haskell Year-Round Academy third-grader was dead. Officers also would learn that the accidental shooter was another 9-year-old boy, a friend of Taevius who found the gun hidden under a plastic bag near a Dumpster where the two boys were playing. It was left there by a man, police said, who had been kicked out of his apartment that morning and planned to come back for it later.

That night at home, Honzel, the father of two young daughters, sat in front of his computer trying to make sense of the tragedy. He typed in the words "gun safety education" into a search engine.

On Friday, eight months and \$2,700 later, Honzel and Bubik were at Haskell Year-Round Academy in front of Taevius' classmates presenting the Eddie Eagle GunSafe Program in honor of Taevius, and

to educate other children on what to do if they find a gun in their homes or outside. To their knowledge and that of community services Sgt. Marc Welsh, no such program has been presented to Rockford area children in more than a decade.

The children received worksheets and an activity book before the day of the presentation and watched a video about gun safety that taught them Eddie Eagle's signature dance and message: "Stop. Don't Touch. Leave the area. Tell an adult."

On Friday, they shared what they learned and got a special visit from Eddie Eagle, Bubik in the official Eddie Eagle costume.

"I liked his feathers. They were so comfortable. Like a bed," said Jason Grimmert, a third-grader at Haskell. Grimmert, 9, said he likes doing the Eddie Eagle dance and that he's learned a lot about guns in the past week.

"You shouldn't touch them because they could go off," he said. Classmate Nyquolis Coley said he remembers the day last summer when he saw Taevius' name in the newspaper. It made him want to cry.

"He was a good friend," Coley said. "It made me sad." Coley said he was so excited to meet Eddie Eagle he almost fell over. "It was so cool," he said. "I can do the whole dance."

The students' teacher, Shawn Galvin, said he's pleased with the way his students have responded to the lesson. Many still talk about Taevius, he said. "Taevius was a great kid. He was a great student," Galvin said. "They wanted to do well on their ISAT tests for Taevius because he was such a top student, and they didn't want to let him down. ... I think it's good to try to help the children learn from what happened and try to stop it from happening again."

Honzel and Bubik spent the day visiting classes at Haskell Year-Round Academy. They hope to give the presentation to other schools and groups.

The program is all but paid for now. Police and fire unions, medical facilities, area churches and service clubs helped raise the \$2,700 to buy the eagle costume. So far, the materials, which were supposed to cost a nominal fee, have been sent for free, Honzel said.



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GUNSAFE® NOTES

Eddie's Message Coin Helps Spread Firearm Safety

The Eddie Eagle Message Coin is now available to help spread Eddie Eagle's message during your Eddie Eagle GunSafe program. The coin is a great promotion item for kids and adults alike. Made from aluminum, the Eddie Eagle

coin features Eddie on one side and his lifesaving message on the other. The coins are available in sets of 25 for just 5 dollars. For more information on the Eddie Eagle message coin or to place an order, please call (800) 231-0752.

NEW!!



At left: **The front of Eddie Eagle's new Message Coin.** Above: **The reverse of Eddie's coin features the program's four-step lifesaving message.**

Official Publication of the National Rifle Association

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WE WANT TO HEAR FROM YOU!

Has your child or student been impacted by the Eddie Eagle GunSafe® Program? Has Eddie helped them to stay GunSafe? If so, please call the Eddie Eagle Program office at (800) 231-0752 or e-mail 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 you or your child featured in an upcoming edition!

State Fund Grants

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

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

HOW TO ORDER:

1. Call Eddie Eagle Headquarters at (800) 231-0752.
2. Notify the sales office representative that you would like to use your state grant to order Eddie Eagle Materials.
3. Place your order.

Please, **PLAN AHEAD** –

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

The Eddie Eagle GunSafe® Program applies for grant funds from The NRA Foundation (supported by 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.

State	Amount	State	Amount
Alaska	\$159.20	Nebraska	\$1,389.88
Arizona	\$7,670.29	Nevada	\$3,850.18
California (Central)	\$13,878.99	New Jersey.....	\$1,817.78
California (Northern) ..	\$5,588.19	New Mexico	\$3,035.87
California (Southern)....	\$1,044.22	New York (Upstate).....	\$567.14
Connecticut.....	\$1,754.95	North Dakota.....	\$537.99
Delaware	\$955.51	Oklahoma	\$1,192.35
Florida.....	\$4,342.12	Oregon	\$3,058.62
Georgia	\$768.93	Pennsylvania.....	\$783.58
Idaho	\$649.19	South Carolina.....	\$245.63
Indiana	\$2,197.79	South Dakota	\$713.77
Iowa.....	\$1,882.19	Tennessee	\$1,342.44
Kansas	\$1,270.66	Texas (North).....	\$2,375.78
Kentucky	\$3,941.34	Texas (South)	\$2,784.41
Louisiana.....	\$3,933.45	Texas (West).....	\$2,925.76
Michigan.....	\$5,007.25	Utah	\$8,738.88
Minnesota	\$3,064.33	Washington.....	\$7,596.89
Mississippi.....	\$773.96	Wisconsin.....	\$2,079.76
Missouri	\$7,764.48	Wyoming	\$2,391.45
Montana.....	\$3,125.79		

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 Eddie Eagle Program Weekdays 8:30 am – 5 pm (EST) (800) 231-0752	Order by Fax (703) 267-3993	Order by Mail Eddie Eagle GunSafe Program 11250 Waples Mill Rd. Fairfax, VA 22030
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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
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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	\$0.60	
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	12481	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	N/A	Animated Video (7 minutes)	ea	ea	\$9.95	
12542	N/A	Animated DVD (7 minutes)	ea	N/A	\$9.95	
12381	N/A	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

12000	N/A	Eddie Eagle Message Coin (Pk/25)	pk	N/A	\$5.00	
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

