

The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Summer 2010; Volume 14, Issue 2

Eddie Eagle Lands in Charlotte, NC for NRA Annual Meetings

By Eric Lipp, Eddie Eagle Program Manager

As always, the Eddie Eagle GunSafe® Program was one of many fan favorites at this year's NRA Annual Meetings and Exhibits in Charlotte, NC. The Eddie Eagle GunSafe exhibit celebrated reaching 23 million children to date, and conducted a variety of activities for this year's attendees.

Eddie Eagle himself visited the exhibit hall each day and children and adults alike stopped by to visit and be photographed with Eddie. Staff also took numerous pictures of attendees with Eddie, which were then converted to make picture buttons for guests. Over 1,500 of our beloved Eddie Eagle message coins, which contain Eddie's life saving message, were also handed out to attendees who stopped by the booth.

In addition the Eddie Eagle Program held seven contest drawings for Eddie Eagle materials to reach 500 children in each winner's community. The contest was extremely popular with scores of people signing up to win materials for their



Eddie Eagle makes a huge impact on children while he visits during the 2010 NRA Annual Meetings.

hometowns. Our Eddie Eagle animated DVD was also on hand and 750 copies went home with attendees. Over 1,000 Eddie Eagle Jitter Critter's were also given out to adoring fans. The Jitter Critter's were

so popular with attendees that the supply was exhausted before the end of the show. Staff spoke with literally thousands of

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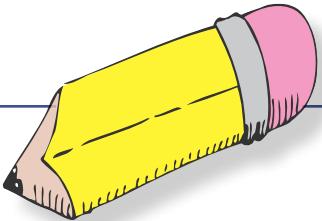
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The Eddie Eagle GunSafe® Program, created in 1988, teaches Pre-K - 3rd Grade children that if they find a gun to: *Stop! Don't Touch. Leave the Area. Tell an Adult.*



EDUCATORS AND EDDIE

By Danielle Jackson, Eddie Eagle Program Coordinator

Educators have many responsibilities beyond teaching reading, writing and arithmetic and no one understands this more than Jackie Marshall of Borger Independent School District of Borger, Texas. Borger I.S.D. understands the importance of providing a safe environment for its students and staff, and Mrs. Marshall does her part by serving as the official Eddie Eagle Coordinator and teaching students how to be safe should they find a firearm. October is safety month at Borger I.S.D. and Eddie joins many other safety programs as the staff works towards their goal of keeping children safe in and out of school.

The 2010-2011 school year will mark Mrs. Marshall's 45th year of teaching (27 of those years have been with Borger I.S.D.) and Mrs. Marshall still gets excited about going to school every morning where she serves as the Advanced Academics Services Coordinator (K-12), Junior Master Gardener Coordinator, Girls and Boys State Coordinator and the Eddie Eagle Coordinator. Mrs. Marshall had been teaching firearm accident prevention on her own for several years when

she decided to adopt the Eddie Eagle GunSafe® Program to assist her in her mission to helping children understand how to be safe. She said, "this program provides that understanding in a

science and language arts easily," mostly in part due to its simple message.

Having worked with children for many years with this program, Mrs. Marshall



Mrs. Marshal has reached over 5,000 children with the program.

great format that children love." Mrs. Marshall then went on to add, "it can be integrated into math, social studies,

can attest to the program's success in teaching children what they should do

See "Educators and Eddie," on page 4.

GUNSAFE® NOTES

Send Your Ideas to the Eddie Eagle Program

By Danielle Jackson, Eddie Eagle Program Coordinator

Are you doing something creative and exciting with the Eddie Eagle Program in your community? Do you have any success stories that you would like to share? The staff at the Eddie Eagle GunSafe® Program is always looking for suggestions and testimonies of the program's success from its users.

Maybe you have introduced a new learning activity or way to present the program. Perhaps a child that went through the program found themselves in a situation where they needed to exercise what Eddie taught them. Write or call the Eddie Eagle staff and receive a special thank you package from Eddie!

Your ideas may be able to help other users, so please take the time to share your thoughts and ideas today!

Eddie Eagle GunSafe Program
11250 Waples Mill Rd.
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(800) 231-0752

Volunteer Spotlight: Seresa Corbin, Safety Advocate for Baton Rouge, LA

By Jon Draper, Eddie Eagle Program Coordinator

Baton Rouge, Louisiana has more to be proud of than just Marti-Gras and Cajun cooking. They have a dedicated, caring, and extremely active safety advocate that has been making a big impact on the community and its children. Seresa Corbin, has made it her personal mission to bring firearm accident prevention to the children of Baton Rouge, LA, a mission she has been on for the past 15 years with the help of the Eddie Eagle GunSafe® Program!

Seresa first learned of the Eddie Eagle Program when her father, who is an NRA member, received the Eddie Eagle video and passed it along to her so that she could show her then 10 year old son. Once they viewed the video and she saw her son's reaction, she knew that the message, though short, was a powerful one. Ms. Corbin decided that this would be a great addition to the Safety Town programs that she was a part of and implemented the video immediately. With the success of the Safety Town programs, Seresa was interested in receiving more of the videos so that others could share the safety message of Eddie Eagle. That's when she was made aware of the grant funded materials offered such as instructor's guides, workbooks and stickers, and her programs really took off, and that was 15 years ago!

Since then, Seresa has been able to get the program incorporated into a multitude

of activities and events. An 8 day self-reliance course taught in the schools throughout the year was one of the first to add the lessons from Eddie Eagle. As the needs changed in the schools a violence prevention program for pre-k through 5th graders was

started and has been teaching among other things, the Eddie Eagle safety message. Now a part of the Boys and Girls club of Greater Baton Rouge, Seresa has the ability to bring the safety message to over 5,000 children per year! She plans on instructing 30 minute safety classes during the Boys and Girls clubs 12 different summer camps.

Ms. Corbin feels so strongly about the program that she incorporates it into any programs whenever she can. She also has trained others in the program so that they can spread the message to even more children. The response she has received over the years has been nothing but

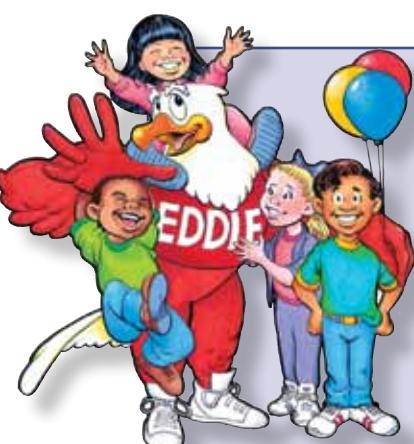


Seresa Corbin and the children from the Boys and Girls Club of Greater Baton Rouge.

positive, "Parents know it's effective", says Corbin, "it's just an awesome program!"

"We want children to know what to do in any situation," she continued... "The message is loud and clear...If you see a gun, what do you do?" And her children tell her "STOP, Don't Touch, Leave the Area, Tell an Adult!"

If you or someone you know is interested in volunteering with the Eddie Eagle GunSafe program please contact us at (800) 231-0752. Our volunteers are an integral part of our ability to reach over one million kids per year with the life saving message of Eddie Eagle.



Volunteer Opportunities Available!

The Eddie Eagle Program relies heavily on its national grassroots network of volunteers 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 23 million children, making it the most widely taught gun accident prevention program in the United States.

If you are interested in obtaining more information

on becoming an Eddie Eagle volunteer or know of anyone who would be interested, please contact us to obtain a volunteer application and information. If we can be of any assistance to you, please call at 800-231-0752 or email eddie@nrahq.org.



IN THE NEWS



Virginia Gov. Bob McDonnell's recently signed HOUSE BILL NO. 1217, that encourages the State Board of Education to establish firearm accident prevention curriculum to elementary school grades based upon the Eddie Eagle GunSafe Program

message. Local school boards electing to provide firearm safety education shall offer instruction pursuant to the Board's curriculum guidelines and shall integrate firearm safety education into appropriate subject areas, if feasible, to ensure that every elementary grade

student completes the course of study in firearm safety education. Having already taught over 2 million children in Virginia since the program started in 1988, the future for Eddie Eagle in the Commonwealth looks to be very busy!

"NRA Annual Meetings," coninued from page 1.

members about the Eddie Eagle Program and ways to get Eddie's important message in their hometowns, as well as receiving lots of great feedback from current users.

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.

Staff worked with the Monroe and Mt. Holly Police Departments in order to hold the assemblies for local children. Over a period of three days, the staff conducted five assemblies and reached almost 1,000 local North Carolina students with Eddie Eagle's important safety message. All of the assemblies were tremendously successful, and both law enforcement

agencies and all school principals asked for the program to return the following year. The Eddie Eagle Program will continue to work with these agencies to help ensure that Eddie's lifesaving message continues to reach their local children.

"Educators and Eddie," continued from page 2.

should they find a firearm. "I have had parents call and say, 'We were visiting grandparents this holiday and my child came face to face with a gun and knew exactly what Eddie Eagle wanted them to do. I'm impressed with their knowledge and the carry over the Eddie Eagle message had!"

Another instance that Mrs. Marshall talked about involves a field trip that her first graders had taken. The Park Ranger that they were visiting had prepared a gun safety lesson and was astonished by the children's knowledge of gun safety and their grasp of Eddie's simple safety message: STOP! Don't Touch. Leave the Area. Tell an Adult. Mrs. Marshall stated that the Park Ranger was impressed by the children's "willingness to do the right thing when it came to gun safety."

Mrs. Marshall has had wonderful, positive feedback from the community who cannot say enough good things about the program. She has also received

very generous support from local groups and organizations over the years, enabling her to reach the children to help keep them safe year after year.

It is clear that Mrs. Marshall's dedication to keeping children safe has been successful and she doesn't plan to stop anytime soon!

She looks forward to bringing Eddie's message to the children of Borger I.S.D. again this year as she celebrates her 45th anniversary of educating children. It is thanks to committed educators like Jackie Marshall that the children of our country are staying safe. The Borger, Texas community is fortunate to have someone

as dedicated as Mrs. Marshall in their school!



The Hataway children, Dawson, Katie, and Caison, take a moment to smile for the camera during an Eddie Eagle presentation.

LAW ENFORCEMENT PARTNERS IN SAFETY

Huron County and Eddie Eagle, a 20 Year Partnership

By Jon Draper, Eddie Eagle Program Coordinator

For almost 20 years now, Eddie Eagle has been a safety figure to the children in Huron County, Michigan. This of course, is thanks to the dedication of hardworking law enforcement professionals such as Deputy Thomas Morneau, with the Huron County Sheriff's Department.

As Director of Safety Education for the department, Deputy Morneau has set a goal to reach all of the Kindergarten students in Huron County with this important firearms safety message.

Originally, the materials were obtained through the assistance of the Harbor Beach Gun Club, as well as a teacher from the Harbor Beach School.

As the program's success grew, so did the demand for materials, and now the department orders their materials in bulk, direct from the Eddie Eagle GunSafe® Program. Grant funding, provided by the NRA Foundation (supported by the *Friends of NRA*), has allowed them to continue their programs year after year, reaching an average of 450 kids in about 22 different schools each year!

The department also incorporates the Eddie Eagle Program into other safety programs that they have at various times throughout the year. They also have a Safety Trailer, which is a converted semi-truck trailer that travels to different festivals and the county fair. Inside the trailer they have different safety displays as well as a television running safety videos. Along with the McGruff and Deputy Charlie Do Right programs, the Eddie Eagle Program brings firearm safety to an already safety minded community.

Eddie Eagle Program Materials are available **free to law enforcement**

for 2010.

The response that the department has received has been great, from both parents and children. "...parents, teachers, and the kids, have a good time learning safety and having fun at the same time", says Deputy Morneau. And the results back up the programs effectiveness as Deputy Morneau states, "We haven't had an (firearms) accident like that in our county that I have heard of, and I have been at the Sheriff's Office for over 33 years... Thank you for allowing us to use your program to help keep our children safe."

We want to allow other departments the same opportunity to keep their communities safe. Materials are available free to law enforcement for 2010. Please

take advantage of this offer and contact us at (800) 231-0752 to find out how your department can obtain all the materials needed. If you know of another department or agency that is not using the program, and you think they would benefit from it, please pass this information along!



Official Publication of the National Rifle Association

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www.nrahq.org/safety/eddie

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:

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

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.

State	Amount	State	Amount
Alaska.....	\$1,224.62	Montana	\$3,362.41
Arizona	\$10,627.66	Nebraska.....	\$1,877.87
Arkansas.....	\$4,860.94	Nevada.....	\$1,469.07
California (Central)	\$6,812.10	New Jersey.....	\$1,362.10
California (Northern).....	\$4,899.73	New Mexico.....	\$1,990.68
California (Southern).....	\$2,505.58	New York (Upstate)	\$352.73
Colorado.....	\$1,052.85	Oklahoma.....	\$1,354.59
Connecticut.....	\$2,536.84	Oregon	\$1,848.49
Florida.....	\$7,946.64	Pennsylvania.....	\$2,302.07
Idaho	\$1,023.17	South Carolina.....	\$205.08
Indiana	\$106.67	South Dakota.....	\$913.02
Iowa.....	\$2,265.35	Tennessee	\$1,217.98
Kansas	\$1,824.77	Texas (North)	\$4,540.75
Kentucky	\$3,805.17	Texas (South).....	\$2,717.20
Maryland.....	\$861.73	Utah	\$9,188.63
Michigan.....	\$3,000.00	Washington.....	\$5,906.79
Minnesota	\$2,867.69	West Virginia	\$2,003.13
Missouri	\$6,877.58	Wisconsin.....	\$1,114.94
			Wyoming.....\$2,185.37

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

The Eddie Eagle GunSafe® Program



The National Rifle Association
11250 Waples Mill Road
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(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:
E-Mail Address:	
Date:	

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	12545	Animated DVD (7 minutes)	ea	ea	\$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	Parents' Guide to Gun Safety 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

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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Payment

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

Charge my order to: MC VISA DISCOVER AMEX Exp Date

Card # / / / / / / / / / / / / / / / / / /

Shipping Table				
Note: There is a Minimum Shipping Fee on all orders including orders for no-charge items.				
Merchandise Total	Ground	3rd Day	2nd Day	Next Day
Up to 5.00	\$2.50	\$23.00	\$30.00	\$50.00
5.01 to 10.00	\$6.80	\$23.00	\$30.00	\$50.00
10.01 - 30.00	\$7.90	\$25.00	\$35.00	\$55.00
30.01 - 60.00	\$8.90	\$27.00	\$40.00	\$60.00
60.01 - 90.00	\$11.50	\$30.00	\$45.00	\$65.00
90.01 - 120.00	\$14.00	\$32.00	\$50.00	\$70.00
120.01 - 150.00	\$16.60	\$36.00	\$55.00	\$75.00
150.01 - 200.00	\$20.40	\$40.00	\$60.00	\$90.00
200.01 - 250.00	\$25.50	\$47.50	\$67.50	\$115.00
Hawaii	For deliveries to Hawaii add \$20.00 to shipping rates.			
Foreign Shipping	For deliveries to Canada add \$15 to the shipping rates. For other international deliveries, add \$50 to the shipping rates.			

* Please call for shipping costs on orders over \$250.00.

Reminder:

*Delivery times may vary. If needed by a certain date, please call (800) 231-0752 to talk to a member of the Eddie Eagle staff.

**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

AL 8%, AR 7%, AZ 8.7%, CO 7.4%, CT 6%, DC 6%, GA 7%, IA 7%, ID 6%, IL 6.25%, IN 7%, KS 7.8%, KY 6%, MA 6.25%, MD 6%, MI 6%, MS 7%, NJ 7%, NM 7.8125%, OK 8.375%, SC 7%, TN 9.75%, TX 6.25%, UT 5.95%, VA 5%, WA 9.3%, WV 6%

Sales tax rates are subject to change without notice.