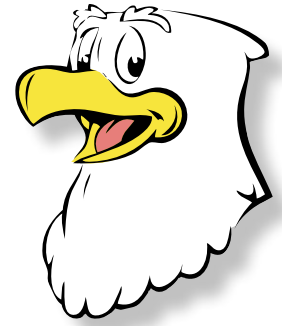


# The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Winter 2011; Volume 15, Issue 1

## 24 Million Children and Counting...

By Eric Lipp, Eddie Eagle Program Manager

**E**DDIE EAGLE IS NO STRANGER to hard work and long hours on the job. For two generations of youth in this country, Eddie Eagle has led the way in teaching firearm accident prevention. During those 20 plus years, Eddie Eagle spread his message to children in all 50 states, a message which has become the standard for firearm safety. It is with great joy that The Eddie Eagle GunSafe® Program, NRA's groundbreaking gun accident prevention course for children, has surpassed yet another milestone by reaching its 24 millionth child.

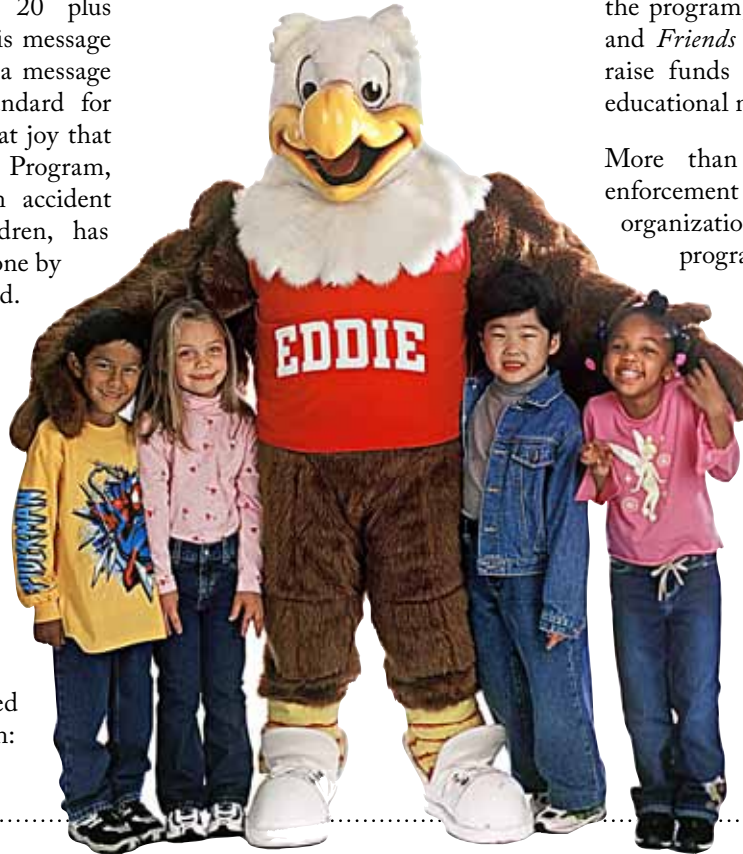
Created in 1988 by former NRA President Marion P. Hammer, in consultation with elementary school teachers, law enforcement officers, and child psychologists, the program provides pre-K through third grade children with simple, effective rules to follow should they encounter firearms in an unsupervised setting: "If you see a gun:

STOP! Don't Touch. Leave the Area. Tell an Adult."

Eddie Eagle program volunteers come from diverse backgrounds,

but they share a commitment to protecting children from gun accidents. Those involved include teachers, NRA members, law enforcement officers, and community activists who teach the program, as well as private donors and *Friends of NRA* participants who raise funds to pay for the program's educational materials.

More than 26,000 educators, law enforcement agencies, and civic organizations have taught the program since 1988. Thanks to their hard work, Eddie Eagle's safety message is now taught from coast to coast, reaching over one million children each year. Whether it is a school in Los Angeles, California, or a Head Start program in Marquette, Michigan, Eddie's lifesaving safety message is taught loud and clear, and thanks



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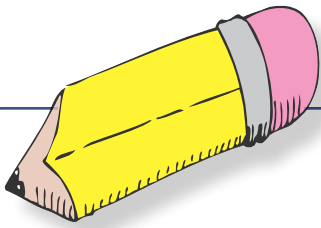


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The Eddie Eagle GunSafe® Program, created in 1988, teaches Pre-K - 3rd Grade children that if they find a gun to: *Stop! Don't Touch. Leave the Area. Tell an Adult.*



# EDUCATORS AND EDDIE

By Katie McDermott, Eddie Eagle Program Coordinator

## St. George's Kindergarten

**F**IREARM ACCIDENT PREVENTION is an extremely important safety lesson that should be taught to children at an early age. Living in a rural area where firearms are more prevalent in everyday life makes it especially important to share firearm safety.

Believing in the Eddie Eagle safety philosophy, Assistant Director Margaret Martin from St. George's Kindergarten in Nashville, Tennessee saw the value of implementing the program into her school. As safety curriculum developer, Ms. Martin decided to add gun safety about four years ago.

The Eddie Eagle program complements the school's existing safety curriculum. One example is that if someone does not follow safety rules, the children are encouraged to alert an adult. Sound familiar? This particular Eddie Eagle safety program is taught by the teachers.

"Children have requested the video several times," said Ms. Martin. "They remember the jingle by heart: **STOP! Don't Touch. Leave the Area. Tell an Adult.**"

Both the children and their parents have only positive things to say about the program. The Eddie Eagle GunSafe® Program teaches children

kindergartners," says Ms. Martin. "It certainly has made my students more aware."

The Eddie Eagle GunSafe Program at St. George's Kindergarten has successfully reached over 250 children each year and over 1,000 students since the program first began at the school. We would like to thank Ms.



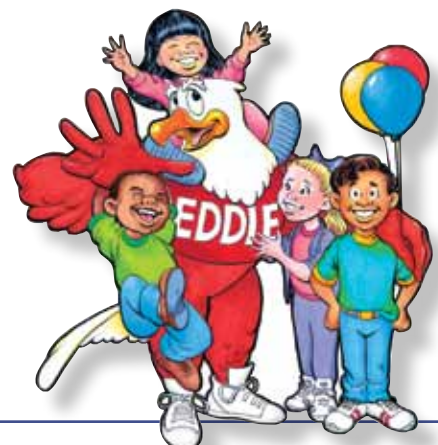
Children in Mrs. Martins Kindergarten class enjoy their workbooks!

that guns are not toys. And for parents who hunt, they become more cautious with firearms in the home and start teaching gun safety to their children.

Ms. Martin shared a story with us about a young student who spent the night at her grandparent's house. She found a gun in her bedroom, followed her training, and told her mom.

"I believe the program is very effective, especially for

Margaret Martin and the St. Georges Kindergarten School for their much appreciated involvement in keeping children safe.



## “24 Million,” from page 1.

to letters and calls from program instructors and parents we know that message is working!

Law enforcement's partnership with Eddie Eagle has proven to be very effective. Law enforcement continues to be the driving force that teaches the Eddie Eagle GunSafe® Program in local schools and at community safety events. Law enforcement agencies are the only groups that are authorized to purchase Eddie Eagle mascot costumes.

The NRA also offers free Eddie Eagle materials to any law enforcement

agency, educational facility, hospital, daycare, or library across the nation. Funds raised through *Friends of NRA* and distributed through The NRA Foundation ([www.nrafoundation.org](http://www.nrafoundation.org)) enable budget-strapped schools and police departments to teach the program at minimal or no cost. The NRA encourages citizens nationwide to heighten gun accident prevention awareness in their local communities. In 2010, due to the efforts of the *Friends of NRA*, twenty-two law enforcement agencies received new Eddie Eagle mascot costumes. These mascot

costumes are a great enhancement to those Eddie Eagle Programs and ensure that children absorb Eddie's message.

Having now reached over 24 million children, Eddie Eagle has no intentions of slowing down. In fact, he plans to pick up his pace and reach every child in America with his important safety message. It is an enormous task and lots of assistance is required, but the Eddie Eagle GunSafe Program will push forward.

## Volunteer Spotlight: R.J. O'Hara

**By Jon Draper, Eddie Eagle Program Coordinator**

**S**INCE 1996, BAY CITY, MICHIGAN has been lucky enough to have a dedicated safety advocate by the name of R.J. O'Hara. About once a month, the Eddie Eagle program receives a much anticipated phone call from this self-proclaimed, "Bay City Grouch." However, one glance at this retired Marine's volunteer record proves that he is anything but.

R.J. has been extremely active in promoting and teaching the Eddie Eagle GunSafe® Program to as many children as possible. Through his efforts, more than 10,000 kids have benefited from the safety lesson of Eddie Eagle. He can be seen passing out materials at local Wal-Mart stores, teaching the program at Day Care centers and working with the local park rangers at Towas Point and Bay City State Parks.

R.J. became involved with the Eddie Eagle program in 1988 while living in New Mexico. A brand new safety program at the time, R.J. saw the potential and importance of such a program and began teaching it at local Elementary Schools. Soon enough, he was receiving requests to visit from additional schools. Along with fellow volunteer Paul Rockhold (you may remember Paul from the last issue of the Eagle Eye Newsletter), R.J. spent time

teaching and promoting the program in various ways, and yes, he even wore the mascot costume!

After moving to Michigan, R.J. brought his enthusiasm to the Bay City area and started promoting the program while talking others into doing the same. He has worked closely with the Bay City State Park, and Mrs. Valerie Blaschka, who now offers the program during many of the park's community events. R.J. believes that of all the materials offered through the program, the Student Reward Stickers are the most valuable when it comes to spreading the message.

"It's easy to hand a sticker to a youngster...they stick them places and spread the message to others," said R.J. And he should know, he has passed out over 60,000 of them!

We continue to receive letters and pictures from R.J. several times a year. Each showcasing the various events that Eddie Eagle has attended and the children he has served. He shows that it is possible for one

person to make a big difference. But tell that to "the Grouch" and you will get an earful as to why he shouldn't be receiving any credit. He is adamant about highlighting the efforts of other individuals who have put in so much hard work along with him, and we are proud to thank them all.

If you are interested in volunteering your time to teach and/or promote the Eddie Eagle GunSafe program, please contact us at (800) 231-0752 or by e-mail at [eddie@nrahq.org](mailto:eddie@nrahq.org). With your efforts, and the continuing effort of our many volunteers such as Mr. R.J. O'Hara, we can continue to spread the safety message of Eddie Eagle to kids all across the country!



**R.J. O'Hara eagerly displays his Eddie Eagle materials!**



# IN THE NEWS

By Eric Lipp, Eddie Eagle Program Manager

THE EDDIE EAGLE GUNSAFE® Program relies on lots of great people in order to reach thousands of children each year with its important safety message. These folks range from police officers, teachers and guidance councilors, to social workers, civic groups, and average citizens who choose to be Eddie Eagle volunteers. These groups and individuals do everything from teaching and promoting Eddie Eagle programs in local schools or daycare centers to raising money to support Eddie Eagle materials for their area.

One group who has recently made a tremendous impact in their state is the Association of New Jersey Rifle and

Pistol Clubs (ANJRPC). The ANJRPC recently donated \$2,650 to pay for a brand new Eddie Eagle mascot costume for the Morris County Sheriff's Office in New Jersey. The Morris County Sheriff's Office has been using the program for a very long time and received their first Eddie Eagle mascot costume back in 2001. After many years and visits with Morris County youth, their costume was simply getting worn out. When the ANJRPC found this out they quickly volunteered to try and help the sheriff's office obtain a new Eddie Eagle costume. Within a month ANJRPC



Morris Co. Sheriff's Office shows off their new Eddie Eagle mascot costume.

had come up with the \$2,650 to order a new costume and in December of 2010 the Morris County Sheriff's Office received their new Eddie Eagle mascot costume. We truly thank the ANJRPC for their support of the Morris County Sheriff's Office and their efforts to continue the Eddie Eagle program for the children in their community.

## GUNSAFE® NOTES

### Twenty Nine New Costumes in 2010!

LAST YEAR, 29 LAW ENFORCEMENT agencies took the steps to create a more memorable learning experience with the introduction of the Eddie Eagle mascot costume to their communities. Of those 29 costumes, 22 were obtained through grant funding provided by The NRA Foundation (supported by the *Friends of NRA*) through either direct grants or costume

contests held by the Eddie Eagle Program. To be awarded a costume grant from The NRA Foundation, applicants had to take the time to fill out and submit our online grant application. That can be done at [nrafoundation.org/grants/statefund.asp](http://nrafoundation.org/grants/statefund.asp). Ask those who did, it was worth the effort.

#### 2010 Grant Funded Costumes went to:

- Tipton County Sheriff's Office, TN
- Overton County Sheriff's Office, TN
- St. George Police Department, UT
- 92nd Security Forces Squadron/ Fairchild Air Force Base, WA
- West Palm Beach Police Athletic League, FL
- Phillips Police Department, WI
- Chester County Sheriff's Office, PA
- Aventura Police Department, FL
- Niceville Police Department, FL
- Rising Star Police Department, TX
- Oviedo Police Department, FL

- Modesto Police Department, CA
- Indian River County Sheriff's Office, FL
- Chickasaw Police Department, AL
- Los Angeles County Sheriff's Department, CA
- La Plata County Sheriff's Department, CO
- Kentucky State Police, KY
- Kankakee City Police Department, IL
- Bradley County Sheriff's Office, AR
- Sunbright Police Department, TN
- Momence Police Department, IL
- Siskiyou County Sheriff's Department, CA

If your department wants to learn more about the Eddie Eagle GunSafe Program and how you can get involved, just call our toll free number: (800) 231-0752. You can also learn more about the Eddie Eagle program at [www.nrahq.org/safety/eddie](http://www.nrahq.org/safety/eddie). Funding is currently available for FREE materials to all law enforcement officers throughout the country.



# LAW ENFORCEMENT PARTNERS IN SAFETY

## Los Angeles County Sheriff's Department

By Jon Draper, Eddie Eagle Program Coordinator

**I**N 2002, THE LOS ANGELES County Sheriff's Department began an endeavor to help protect the city's youth from firearm accidents. Originally utilizing the Eddie Eagle GunSafe® Program in limited stations, the department's participation steadily increased over the years. By the end of 2010, more than 6,000 children have heard Eddie Eagle's important safety message thanks to the hard work of the Los Angeles County Sheriff's Department and its officers!



Excited fans swarm Eddie Eagle in L.A. County.

Sgt. Tony Campbell deserves warm thanks from his community after winning the 2010 Southern California Eddie Eagle Mascot Costume Contest. Sgt. Campbell was among the many departments who filled out the application and we are happy to announce that the Los Angeles County Sheriff's Department has now received their very own brand new Eddie Eagle mascot costume!

The department has major plans for Eddie Eagle, the first step being a recent visit to Loren Miller Elementary School in Los Angeles.

As is often the case, he was welcomed with cheers and applause from more than 325 kids.

"Eddie Eagle really enlightens the school, students and faculty," said Sgt. Campbell,

"They requested that Eddie come back at a later date and we look forward to returning to the schools to share with even more kids."

The department also incorporated additional safety and educational programs into their visit with the school.

We are excited about continuing our strong partnership with the Los Angeles County Sheriff's Department. We know that their continued efforts to reach the children of Los Angeles with lessons of safety, such as the message taught by Eddie Eagle, will ensure a positive future for all.

The Eddie Eagle mascot costume is a great tool that enhances the excitement surrounding your programs and heightens the ability of students to retain the safety lessons taught. To learn more

about how your department can obtain an Eddie Eagle mascot costume please contact us at (800) 231-0752.

**"By the end of 2010, more than 6,000 children have heard Eddie Eagle's important safety message thanks to the hard work of the Los Angeles County Sheriff's Department and its officers!"**

Official Publication of the  
National Rifle Association

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**Kayne Robinson**  
Executive Director  
General Operations

**Chris Cox**  
Executive Director  
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[www.nrahq.org/safety/eddie](http://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.

For more information about *Friends of NRA*, visit: [www.nrafoundation.org/friends](http://www.nrafoundation.org/friends).

<u>State</u>	<u>Amount</u>	<u>State</u>	<u>Amount</u>
Arizona.....	\$7,000.00	Kentucky .....	\$319.22
Arkansas.....	\$2,168.56	Maryland.....	\$550.12
Central		Minnesota .....	\$2,000.00
California .....	\$3,000.00	Missouri .....	\$3,647.52
Northern		Montana .....	\$2,000.00
California .....	\$3,000.00	Nebraska.....	\$849.55
Southern		New Jersey.....	\$560.57
California .....	\$1,039.67	New Mexico .....	\$1,275.16
Connecticut .....	\$2,000.00	Oregon .....	\$687.91
Florida .....	\$4,876.90	South Dakota .....	\$768.49
Idaho .....	\$579.71	Utah.....	\$3,000.00
Illinois .....	\$2,670.20	Washington .....	\$3,000.00
Iowa.....	\$1,820.92	Wyoming.....	\$1,243.10
Kansas .....	\$725.70		

## 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](http://www.nrahq.org/safety/eddie)



# SALES ORDER FORM

## The Eddie Eagle GunSafe® Program



<b>Order by Phone/Customer Service</b> Eddie Eagle Program Weekdays 8:30 am – 5 pm (EST) (800) 231-0752	<b>Order by Fax</b>  (703) 267-3993	<b>Order by Mail</b> 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 – <b>Spanish Only</b>	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) – <b>Spanish Only</b>	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 – <b>Spanish Only</b>	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) – <b>Spanish Only</b>	N/A	ea	\$0.50	
12430	12430	Safety Poster – <b>English/Spanish</b>	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	

<b>Subtotal</b>	
<b>Sales Tax</b>	
<b>Shipping</b>	
<b>TOTAL</b>	

