

The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Spring 2013; Volume 17, Issue 1

Eddie Eagle Celebrates 25 Years of Safety!

By Eric Lipp, National Manager, Community Outreach Department

The party has started—the Eddie Eagle GunSafe® Program is celebrating 25 years of keeping kids safe!

That's right, it's Eddie's 25th Anniversary and in all these years, Eddie has taught more than 26 million children his life saving message. The NRA's Eddie Eagle GunSafe Program has enjoyed resounding success across the country, and proven to be an accident prevention plan that really works. In fact, the National Center for Health Statistics indicates that in the last 25 years fatal firearm accidents among children of the Eddie Eagle target age group have declined almost 80%.

The effectiveness of The Eddie Eagle GunSafe Program is undeniable. Staff and volunteers continually hear stories from grateful parents whose children avoided tragic firearm accidents because of the safety rules they learned

from Eddie. Its popularity with the schoolteachers and law enforcement officers who teach the program prove that that Eddie is the best firearm accident prevention program around.



Created in 1988 by former NRA President Marion P. Hammer, the program was especially designed for children through the combined efforts of teachers, clinical psychologists, reading specialists, curriculum specialists, and law enforcement personnel. These

experts knew Eddie's four important safety steps (If you see a gun: STOP! Don't Touch. Leave the Area. Tell an Adult.) would be easy for children to remember. The friendly character we know as Eddie Eagle facilitates and reinforces the children's learning experience. The safety message is further reinforced by the use of a fast-paced, animated DVD and fun-filled activity books.

Finally, The Eddie Eagle GunSafe Program is easy to teach. With simple-to-use instructor materials along with flexible time and location requirements, the Eddie Eagle Program is almost as easy to teach as it is to learn. The program can take place in one session

or in multiple segments that fit into any schedule. Locations can include school classrooms, auditoriums, safety

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

“Eddie Celebrates 25 Years,” from page 1.

fairs, churches, local meeting halls, campgrounds, etc.

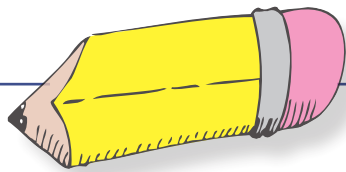
Eddie’s partnership with our county’s law enforcement community is stronger than ever! Using Eddie’s important message in schools and at community safety events, police officers nationwide teach children how to stay safe. And with thousands of agencies having taught millions of children how to avoid accidents, the role of law enforcement in Eddie Eagle’s success is undeniable.

In his 25 years, Eddie has garnered numerous accolades and awards from a variety of organizations, including: the U.S. Department of Justice, (through its Office of Juvenile Justice and Delinquency Prevention); the Journal of Emergency Nursing Online; the

National Sheriffs’ Association; the Association of American Educators; The American Legion; and the Police Athletic League (PAL). We have also received bipartisan support and been recommended by the governors of 26 states and 25 state legislatures.

We would also like to thank NRA members, volunteers, civic leaders, elected officials, children’s safety advocates, and The NRA Foundation (through *Friends of NRA*) for the years of financial support. Their help has funded Eddie Eagle programs around the country, and allowed Eddie to spread his safety message to millions of children.

Happy Anniversary, Eddie! And may your message continue to reach our nation’s children!



EDUCATORS AND EDDIE

Thomas Edison Elementary School

By Katie McDermott, Eddie Eagle Program Coordinator

Kate Hansen, a Safe School Probation Officer in Phoenix Arizona, is stationed at Thomas Edison Elementary School. Ms. Hansen has been implementing the Eddie Eagle GunSafe® Program since 2005. With her school located in the inner city, she thought, “This is the perfect place for Eddie Eagle.”

She first heard of the program from the Arizona Foundation for Legal Services & Education. After finding the Eddie Eagle website—www.nrahq.org/safety/eddie—she discovered that grant funding is available to educators. Receiving the program materials at no cost to her school made the decision to apply an easy one.

All educators are eligible to receive Eddie Eagle materials for their students, and thanks to state grants from The NRA Foundation (supported

by the *Friends of NRA*), those materials can usually be provided free of charge. All you have to do is call the Eddie Eagle Program at 800-231-0752 and ask if you are eligible for free materials.

Since the program was first taught at Thomas Edison Elementary School, it has become one of the students’ favorite lessons. Ms. Hansen is in charge of all of the school’s safety classes and covers a variety of safety topics. It is the Eddie Eagle Program, however, that she looks forward to teaching every year. “It’s so fun and the kids just have a great time getting involved with it,” said Ms. Hansen.

At the beginning of every school year, Hansen starts by teaching the program to the kindergarteners. It’s a great way to introduce herself to the kids and allows them to start trusting her as the school law enforcement personnel.

She then teaches the program to the 1st - 3rd graders. When she starts the program, she asks if anyone knows about firearms – that’s when she hears the stories. She is always amazed at what she hears from the children before the course begins, and is glad that she is able to teach them the Eddie Eagle message. Since starting the program in 2005, Ms. Hansen has been able to reach more than 1,000 children with Eddie’s life saving message.

Ms. Hansen continues teaching Eddie’s life saving message to her students every year. With every new crop, there are new lives to save. So we send out a well-deserved thank you to Ms. Hansen for ensuring that her students know Eddie’s important safety message. With her continued dedication and support, we’re sure she will go on to reach many more young Arizonans.



IN THE NEWS



Another Million Kids Know Eddie's Message

Almost like clockwork, Eddie Eagle keeps on teaching America's youth how to stay safe. After all, he's officially now reached another million children with his life saving message. Yes, Eddie Eagle has led the way in teaching firearm accident prevention over the last 25 years, reaching over 26 million kids. During those 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 26 millionth child.

Through the years Eddie has had lots of help from volunteers, law enforcement, and educators. These volunteers come

from diverse backgrounds, but they share a commitment to protecting children from gun accidents. Those teachers and law enforcement officers are dedicated and willing to ensure that their community's children stay safe. And Eddie couldn't have achieved his success without the help of private donors and thousands of *Friends of NRA* participants who raise funds to pay for the program's educational materials.

Having now reached over 26 million children, Eddie Eagle has no intentions of downsizing. In fact, he plans to pick up speed and

keep going forward. It is an enormous task and lots of assistance is required, but the Eddie Eagle GunSafe Program has many more millions of kids to reach.



Eddie Eagle's message has reached over 26 million children in 25 years—now that's something to celebrate!

Volunteer Spotlight: Frederick County 4-H Shooting Sports Program Gives Back To The Community

By Bethany Weeks, Eddie Eagle Program Coordinator

Sometimes it's difficult to choose just one person for our Volunteer Spotlight- especially when we have entire groups of people volunteering! The 4-H Shooting Sports Program of Frederick County, Maryland is one of those groups. They have been working tirelessly to promote the Eddie Eagle GunSafe® Program for some time now.

4-H Shooting Sports is a youth development program focused on

See "Volunteer Spotlight," on page 5.



Frederick County Sheriff Charles Jenkins and Eddie Eagle partner with Frederick County 4-H Shooting Sports Club members Charlie Buckmeier, Waylon Farmer, Morgan Farmer, Wyatt Farmer and Leader/Instructor Chuck Farmer to keep children safe!

LAW ENFORCEMENT PARTNERS IN SAFETY



Pinal County teams up with Eddie Eagle

By **Bethany Weeks, Eddie Eagle Program Coordinator**

Each year, Pinal County Sheriff's Office in Florence, Arizona receives numerous requests for gun safety education. When she receives those requests, Sergeant Penny Fendley of the Community Services Unit is always happy to turn to Eddie.

Over the past eight years, thousands of children have taken part in the Pinal County Sheriff's Office Eddie Eagle GunSafe® Program. "We always receive a warm welcome from children and parents at all of our events, and often are asked questions about Eddie and this gives us an opportunity to have an open dialog about teaching gun safety," Sgt. Fendley tells us. "As you know, some parents find the subject of gun safety to be scary and do not want us to speak with their children about it. But we find that when we use Eddie, they too warm up to the idea."

In 2005, the Pinal County Sheriff's Office was awarded a grant through The NRA Foundation to purchase an Eddie Eagle costume. Since then, it was put to good use. So much use, in fact, that it has practically been torn to shreds. After

years of repair, they successfully applied for another costume in 2012. Now a brand new Eddie Eagle can be seen at different community events, safety fairs, gun clubs, and head start programs. "We know that Eddie Eagle is a valuable and effective tool," says Sgt. Fendley. She went on to tell us that the children are drawn to Eddie and respond really well to him. We appreciate Sgt. Fendley and the Pinal County Sheriff's Office for spreading Eddie Eagle's important safety message to the children in their community!

Eddie Eagle mascot costumes make a tremendous impact on their communities. They add an element of excitement to the presentation and easily capture the audience's attention. The kids seem to like it too. They run up to Eddie, give him a hug, and are anxious to demonstrate the lessons they learned.

"...some parents find the subject of gun safety to be scary and do not want us to speak with their children about it. But we find that when we use Eddie, they too warm up to the idea."

Thanks to The NRA Foundation (supported by *Friends of NRA*), law enforcement agencies throughout the country have received grant funding to purchase an Eddie Eagle costume of their own. For

more information about how to apply for a costume grant, please call 1-800-231-0752.

The Pinal County Sheriff's Office is just one example of law enforcement agencies that go above and beyond to maintain a safe environment for their communities. If you are part of law enforcement and wish to get involved, or know of an agency in need of this program, please give us a call. The Eddie Eagle program and materials may be available free of charge to law enforcement agencies nationwide.

GUNSAFE® NOTES

Eddie Eagle Has A New Home

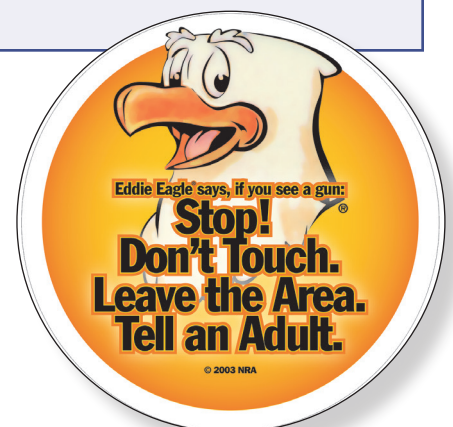
The Eddie Eagle GunSafe® Program is now part of NRA's Community Outreach Department.

A branch of General Operations' Education and Training Division, the move to Community Outreach will allow us to easily serve more parents as we bring Eddie's important safety message to their children.

But that doesn't mean we're leaving our law enforcement contacts behind. The Program will continue that partnership, along with

educators, throughout the United States in an effort to reach all of America's children.

The Community Outreach Department also includes NRA's Refuse To Be A Victim®, the nation's leader in personal safety tips and crime prevention. With both programs focused on spreading safety education throughout the community, we're sure that the new Community Outreach Department will be able to share resources to strengthen both programs and prove to be a great fit!!



**Refuse
To Be A Victim.**

“Volunteer Spotlight,” from page 3.

developing life skills for children ages 8 – 18. The program also stresses the importance of giving back to the community. With the Eddie Eagle Program being geared towards pre-K through 3rd graders, the partnership between the two “just seemed to fit,” says Chuck Farmer, Instructor and Leader for 4-H Shooting Sports.

Farmer grew up with guns. He was hunting and shooting along side his father and siblings for as long as he could remember. “My dad would impress gun safety on us until it was annoying,” he recalls with a chuckle. It wasn’t until his first son Wyatt was born that he understood why his father was so adamant. Now, almost two decades later, Chuck is teaching the importance of firearms safety (with help from all three of his children Wyatt, Morgan and Waylon) for the 4-H Shooting Sports Program.

Instructor and Leader Joe Fitzgibbon also plays a part in getting 4-H Shooting Sports children involved with Eddie Eagle. While trying different ways to bring Eddie’s message to their community, Chuck and Joe discovered that the Frederick County Sheriff’s Office received an Eddie Eagle mascot costume years ago; the only problem was that the agency didn’t

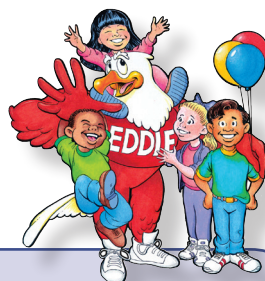
have enough manpower to make much use of it. When they approached Frederick County Sheriff Charles A. Jenkins about getting Eddie back out at events around the county, he was happy to have Chuck, Wyatt, and the 4-H Shooting Sports program lend a hand. “I support the Eddie Eagle Program 100% and I think it’s wonderful!” said Sheriff Jenkins.

Now 4-H Shooting Sports volunteers and Eddie can be seen all over Frederick County. They attended the County Fair, the NRA Great American Hunting & Outdoors Show, and “Ag Week” at the Francis Scott Key Mall. It’s been so much fun that they are looking forward to many other appearances. Joe and Wyatt, along with Club officers Garrett Buckmeier and Tyler McDonald (both 17), have earned the responsibility of masquerading as Eddie while the younger 4-H members pass out Eddie Eagle workbooks and stickers to the children.

In 2012, the 4-H Shooting Sports Program members reached more than 5,100 children. But for Joe that’s not enough. That’s what he came to believe while donning the mascot costume at a community event earlier last year. While silently observing how excited the

children were to meet Eddie and yell out the “Stop! Don’t Touch. Leave the Area. Tell an Adult.” chant, it dawned on him. “Ultimately we could be saving one of these kids’ lives ... that’s why I do it,” he said. We sincerely appreciate the efforts of Chuck, Joe, and the entire Frederick County 4-H Shooting Sports Program with their help spreading the Eddie Eagle message.

The Eddie Eagle Program relies heavily on a national grassroots network of volunteers to promote and teach the program. With the help of these volunteers along with schools, law enforcement agencies, and civic organizations, Eddie Eagle’s message has reached more than 26 million children. That makes it the most widely taught firearm accident prevention program in the world. If you are interested in becoming an Eddie Eagle GunSafe volunteer, or think your organization could partner well with the Program, please contact us at (800) 231-0752 or by e-mail at eddie@nrahq.org.



WE WANT TO HEAR FROM YOU!

Has your child or student been impacted by the Eddie Eagle GunSafe Program? Have you or someone you know brought Eddie Eagle to your community? We love to hear stories about the Eddie Eagle Program around the country and would love to hear from you!

If you have a story you’d like to share, please call the Eddie Eagle Program office at (800) 231-0752 or email us at eddie@nrahq.org. You or your child might be featured in an upcoming edition of the *Eagle Eye!*

Official Publication of the National Rifle Association

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Institute for
Legislative Action

The Eddie Eagle GunSafe® Program Staff Listing



Eric Lipp
National Manager, Community
Outreach Department
Phone: (703) 267-1569
e-mail: elipp@nrahq.org

Katie McDermott
Program Coordinator
Phone: (703) 267-1574
e-mail: kmcdermott@nrahq.org

Bethany Weeks
Program Coordinator
Phone: (703) 267-1572
e-mail: bweeks@nrahq.org

Eddie Eagle Department
Phone: (800) 231-0752
Fax: (703) 267-3993
e-mail: eddie@nrahq.org

www.nrahq.org/safety/eddie

State Fund Grants

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

This funding provides free student workbooks, instructor guides, animated DVDs, 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 –

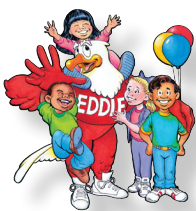
Order early and allow at least three weeks (15 working days) for ordered materials to arrive.

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.

State	Amount	State	Amount
Arizona.....	\$4,112.77	Missouri	\$2,613.36
Alaska	\$5,822.28	Montana	\$862.00
Arkansas.....	\$2,625.00	Nebraska	\$ 1,863.15
Central California.....	\$2,586.34	New Jersey	\$1,000.00
Northern California...	\$3,754.44	Upper New York	\$980.00
Southern California...	\$2,828.28	Eastern NC	\$1,500.00
Connecticut	\$374.81	Western NC	\$2,000.00
Delaware	\$930.18	Oklahoma.....	\$71.98
Florida.....	\$795.47	Oregon.....	\$622.10
Northern Illinois.....	\$34.76	Eastern Pennsylvania	\$1,500.00
Iowa	\$1,299.15	Western Pennsylvania	\$1,500.00
Southern Illinois.....	\$2,800.00	Northern Texas	\$5,000.00
Indiana.....	\$390.45	Southern Texas.....	\$5,000.00
Kansas	\$3,000.00	Western Texas	\$2,515.11
Kentucky.....	\$486.25	Washington.....	\$ 408.21
Maine	\$1,000.00	Wisconsin.....	\$1,281.59
Minnesota.....	\$1,092.99	Wyoming.....	\$726.68

The Eddie Eagle GunSafe® Program



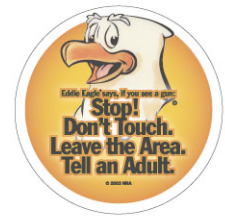
Stop!
Don't Touch.
Leave the Area.
Tell an Adult.

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:
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

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	
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 # /

X _____

My signature authorizes the charge to my account Date _____

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	\$67.50
90.01 - 120.00	\$14.00	\$32.00	\$50.00	\$90.00
120.01 - 150.00	\$16.60	\$36.00	\$55.00	\$97.50
150.01 - 200.00	\$20.40	\$42.00	\$60.00	\$130.00
200.01 - 250.00	\$25.50	\$52.50	\$67.50	\$150.00
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 9%, AR 8%, AZ 9.7%, CT 6.35%, DC 6%, GA 7%, IA 7%, ID 6%, IL 6.25%, IN 7%, KS 8.8%, KY 6%, LA 9%, MA 6.25%, MD 6%, ME 5%, MI 6%, MS 7%, NE 7%, NJ 7%, NM 7.9375%, OK 8.375%, RI 7%, SC 7%, TN 9.75%, TX 6.25%, UT 5.95%, VA 5%. Add applicable state and local taxes for: CA, CO, FL, HI, MN, NC, ND, NV, NY, OH, PA, SD, VT, WA, WI, WV, and WY. Sales taxes will NOT be charged for deliveries into the following six states: AK, DE, MO, MT, NH, OR.

Sales tax rates are subject to change without notice.