



THE SUMMER 2014 VOLUME 18, ISSUE 2 EAGLE EYE

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM

INSIDE THIS ISSUE



EDUCATORS & EDDIE 2



IN THE NEWS 2



PARTNERS IN SAFETY 3



SPOTLIGHT: MESSAGE TO PARENTS 4



STATE GRANT FUNDING 4



GUNSAFE NOTES 5



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 IN INDIANAPOLIS

By: Marianne Johnson,
Eddie Eagle Program Coordinator

EVERY YEAR, THOUSANDS

of children and adults alike stop by the Eddie Eagle booth at NRA's Annual Meetings & Exhibits in order to be photographed with Eddie Eagle. The pictures are then used to make picture buttons for attendees to wear with pride. This past April, at the Indianapolis Convention Center in downtown Indianapolis, IN, staff also treated booth visitors by giving out workbooks, stickers, Parents' Guides To Gun Safety brochures and message coins.

In addition to the booth, Eddie Eagle made an appearance outside of the NRA's Youth Day activities. Eddie posed for pictures with kids before they went through various events set up by NRA Sports and their partners. Roughly 800 youth and their parents were given a pit card for the "Sponsor's 100," a scavenger hunt through the exhibit hall to the ten different Youth Day Sponsor booths, including Eddie Eagle, before returning the card to enter to win prizes.

Prior to NRA's Annual Meetings & Exhibits, the Eddie Eagle Department also visited elementary schools in the area to put on presentations with

the help of local law enforcement. "The Boone County Sheriff's Office was truly instrumental in helping us bring Eddie Eagle's message to local elementary schools," said Eric Lipp,

National Manager, Community Outreach Department. Over 700 children received Eddie's lifesaving message during the presentations hosted by the Eddie Eagle Staff. Sheriff Ken Campbell and School Resource Officer Deborah Martin were glad to work with the Eddie Eagle staff and have been using the program over the past four years with all of their elementary schools and handing out material at community events.




Eddie poses with friends at NRA Annual Meetings & Exhibits in Indianapolis, IN

Following the presentations, School Resource officer Deborah Martin received several emails and phone calls from both parents and principals about the students doing the Eddie Eagle shuffle several months after the presentations. One teacher told a story of her second graders repeating Eddie's message and doing the hand motions during a long road trip.

The Eddie Eagle staff looks forward to seeing you in Nashville, TN for the 144rd Annual Meetings & Exhibits April 10-12, 2015.





EDUCATORS & EDDIE

SCHOOL COUNSELORS ENSURE STUDENT SAFETY AT THOMASVILLE PRIMARY

By: Eric Lipp, National Manager, Community Outreach Department

Every year the Eddie Eagle GunSafe® program works with hundreds of schools to ensure that their students receive Eddie Eagle student materials. One of these such schools is Thomasville Primary School in Thomasville, NC. For the past six years, school counselors Jessica Dreher and Sarah Brown have worked Eddie Eagle's important safety message into their school's curriculum.

The counselors see each class every month to do student character lessons and classroom guidance, and have one session every year to review Eddie Eagle Program materials. Students watch the DVD and learn what to do if they ever encounter a firearm while in a fun and memorable environment. The school presented the program to the local school board the first year they implemented the program and it has been a tremendous success ever since. All Kindergarten classes learn Eddie's important safety message and then receive the course again as a refresher in 2nd grade to help ensure that students realize how important safety is!

Through the six years that Thomasville Primary has been using the Eddie Eagle program approximately 2,500 children have learned Eddie's lifesaving message. "The kids over the years have

absolutely loved the program," said Ms. Dreher who looks forward to the Eddie Eagle lesson plan each year.

Thomasville Primary has been able to receive all their materials for free from grant funding offered by The NRA Foundation. In fact, most schools and law enforcement agencies qualify for free Eddie Eagle materials for their work with local youth. Just like Ms. Dreher does every year, you can call 800-231-0752 and ask to order materials for your school.

As we prepare for yet another school year we hope that even more elementary schools will teach firearm accident prevention like Thomasville Primary. With the hard work of counselors Jessica Dreher and Sarah Brown, children in Thomasville, NC are safer knowing Eddie Eagle's lifesaving message. They know that they need to **STOP! Don't Touch. Leave the area. Tell an Adult.** if they ever find a gun. We give great appreciation to these counselors and to Thomasville Primary for ensuring the students safety. We look forward to working with them in the upcoming years as they educate the next crop of young minds.

EDDIE EAGLE RETURNS TO WESTFORD COUNTY, MA

Every day the Eddie Eagle Staff are on the lookout for mentions of Eddie in the news. This past December, an article was written seeking funding to bring the Eddie Eagle GunSafe® Program back to Westford County schools after a 13 year absence. After some research, the Eddie Eagle staff contacted Marilyn Frank, a retired educator, who proposed the program during a school board meeting, to offer grant funding for the program. Ms. Frank pitched the program because she saw no chance for a discussion on guns in her community so she thought the program was a good way to start the conversation.

In April, *The Lowell Sun* reported that an updated proposal, reflecting that the Eddie Eagle Program is offered at no cost to schools and law enforcement through grant funding, was approved by the School Committee. "The School Committee believes it is a worthwhile program for our students when the safety of our children is always our top priority," School Committee Chairman David Keele told *The Lowell Sun*. "We are taking advantage of a safety course that benefits children and adds no additional cost to our budget," Chairman Keele continued.

The Westford County's goal is to host six school assemblies, partnering with local law enforcement, to introduce the program



IN THE NEWS

using the Eddie Eagle mascot costume. Then, later in the school year have the classroom teachers do a follow-up lesson to reinforce Eddie's lifesaving message. Ms. Frank served as a liaison between the elementary schools and the Eddie Eagle Program by gathering the necessary information from each school and then placed the order with the Eddie Eagle program. In total, the Westford County schools aim to reach almost 2,100 children in the upcoming school year.

The Eddie Eagle staff applauds the efforts of both Marilyn Frank and the Westford County school committee for bringing the Eddie Eagle Program back to their community. The Eddie Eagle Program is offered at no cost to schools, law enforcement, hospitals, daycare centers and libraries. Call now to see if there is grant funding available for your state 800-231-0752 or email eddie@nrahq.org.



LAW ENFORCEMENT PARTNERS IN SAFETY

CHESTERFIELD COUNTY POLICE DEPARTMENT

By: Marianne Johnson, Eddie Eagle Program Coordinator

Each year, the Chesterfield County Police Department of North Chesterfield, VA borrows a costume from the Eddie Eagle Gun-Safe® Program at NRA Headquarters to bring Eddie to special events. This summer, the Chesterfield County Police brought Eddie to two of their most successful community events, the Westchester Commons Shopping Center Summer Concert Series and National Night Out.

Westchester Commons was the kickoff event for National Night Out in Chesterfield County. Eddie was joined by other safety mascots to promote the community's involvement in National Night Out for the past 31 years. "The police department can't find crime by itself. We need the community. What we need them to do is, if you see something, say something," said Crime Prevention Officer Corporal Scott Gordon, who coordinates this annual event. The Chesterfield County Police Department aimed to reach over 150 neighborhoods and 750 children during National Night Out events on August 5.



Eddie gives high fives at the Westchester Commons event in Chesterfield, Virginia.

Eddie Eagle mascot costumes make a tremendous impact in communities. They add an element of excitement to Eddie Eagle presentations and the children are always eager to show Eddie what they have learned about firearms safety. Thanks to the *Friends of NRA* through The NRA Foundation, over 250 law enforcement agencies across the country have been awarded grant funding to purchase an Eddie Eagle costume of their own. For more information about how to apply for a costume grant or to borrow a costume from NRA Headquarters, like Chesterfield County Police, please call 800-231-0752.

The Chesterfield County Police Department is just one example of the many law enforcement agencies across the county that host National Night Out events this August and October to maintain a safe environment for children and families in their communities. If you are part of law enforcement and wish to get involved with the Eddie Eagle GunSafe Program, or know of an agency that might benefit from the program please give us a call 800-231-0752.

The Eddie Eagle program and materials may be available free of charge to law enforcement agencies in your state.

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 would 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*!





VOLUNTEER SPOTLIGHT

SAFE of Florida Inc., an all-volunteer based organization in Winter Park, Florida, recently added Eddie Eagle GunSafe® classes to their community outreach programming. With a main focus on youth outreach, SAFE of Florida, Inc. classes are taught in public and private schools across Florida in addition to libraries and other public facilities. SAFE of Florida, Inc president Kent Arblaster, aims to teach crime awareness, crime avoidance and firearm safety to the next generation. But Mr. Arblaster also understands that firearm safety starts with the Eddie Eagle Gun-Safe Program. SAFE of Florida Inc. is committed to teaching and reinforcing life skills such as goal setting, responsibility, self-reliance through programs

like Eddie Eagle that teaches kids respect for themselves and firearms as well as the responsibility of knowing what to do if they encounter an unsupervised firearm.



Eddie Eagle doing the shuffle with students of SAFE of Florida Inc. in Winter Park, FL

This spring, in collaboration with Florida's NRA Field Representative Brent Eldridge, SAFE of Florida, Inc. agreed to house an Eddie Eagle mascot costume to use during their summer outreach classes that have already reached over 900 children. Due to the positive response SAFE has already received, they predict to reach over 1,600 kids in total during the summer camp series. We commend SAFE of Florida, Inc. for helping keep the kids of Florida safe with Eddie's GunSafe message.



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 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.

State	Amount	State	Amount
Alaska	\$2,674.15	Western Maryland	\$1,000.00
Northern Alaska	\$1,500.00	Michigan	\$2,000.00
Southern Alaska	\$3,500.00	Missouri	\$1,182.50
Arkansas	\$2,627.68	Mississippi	\$2,000.00
Alabama	\$2,765.52	Minnesota	\$2,008.75
Central California	\$1,917.10	Montana	\$130.11
Northern California	\$2,929.73	Nebraska	\$ 1,605.39
Southern California	\$1,796.69	Nevada	\$3,958.39
Eastern California	\$3,371.14	Upper New York	\$626.15
Connecticut	\$826.14	Oregon	\$2,000.00
Delaware	\$609.43	Ohio	\$1,000.00
Florida	\$3,491.50	South Dakota	\$500.04
Iowa	\$1,842.41	Western North Carolina	\$646.03
Idaho	\$849.50	Eastern North Carolina	\$365.95
Northern Illinois	\$137.99	Western Texas	\$2,413.56
Southern Illinois	\$2,012.84	Southern Texas	\$3,975.45
Indiana	\$1,529.53	Northern Texas	\$3,173.17
Kansas	\$1,597.72	Wisconsin	\$557.79
Kentucky	3,833.07	Wyoming	\$738.95
Maine	\$774.57	West Virginia	\$1,369.91
Maryland	\$1,136.85	Washington	\$4,681.42
Eastern Maryland	\$1,000.00		

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



GUNSAFE

NOTES

27 MILLIONTH CHILD AND 400TH EDDIE EAGLE MASCOT COSTUME MILESTONES

By: Marianne Johnson,
Eddie Eagle Program Coordinator



Eddie celebrates with Lebanon Police Department mascot Scruff.

The Eddie Eagle GunSafe® Program achieved two major milestones this spring: reaching its 27 millionth child and 400th Eddie Eagle mascot costumes in use by law enforcement officers across the country. The NRA encourages citizens nationwide to join the more than 26,000 educators, law enforcement agencies, and civic organizations heightening gun accident prevention awareness in their communities through the Eddie Eagle GunSafe Program.

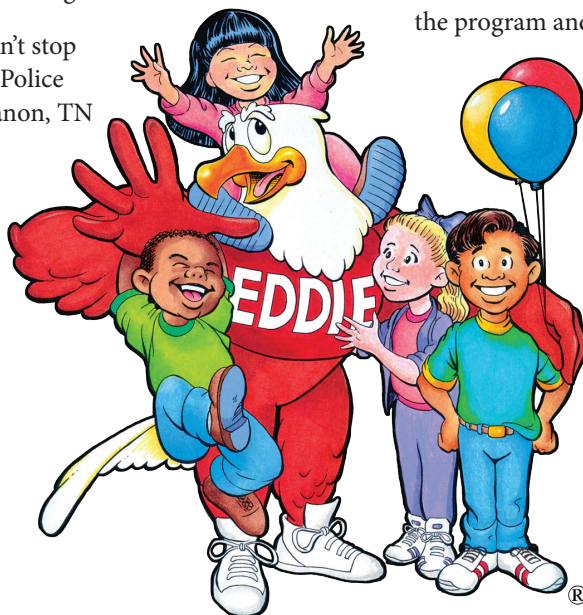
“The message is simple, easy to remember and fun for kids to learn,” said Eric Lipp, National Manager, Community Outreach Department. According to the Centers for Disease Control and Prevention, incidental firearm-related deaths among children in Eddie Eagle GunSafe’s target age group have declined more than 80% since the program began.

Eddie’s success doesn’t stop there. The Lebanon Police Department of Lebanon, TN

became the 400th law enforcement agency to receive an Eddie Eagle Mascot costume. The costumes, made available to law enforcement agencies in 1997, help capture children’s attention during presentations and leaves a lasting positive impression, greatly enhancing the delivery of the program to the 3,200 children the Lebanon Police department hopes to reach in the coming school year.

Funds raised by local *Friends of NRA* through The NRA Foundation enables budget strapped schools and police departments to teach the program at minimal or no cost. Thanks to the support of *Friends of NRA* through The NRA Foundation, grant funding for over 295 costumes has been awarded to law enforcement agencies nationwide. In 2014, grants for 29 additional costumes were awarded to promote the program and Eddie’s GunSafe

message if you see a gun: **Stop! Don’t touch. Leave the area. Tell an adult.**



Official Publication of the
National Rifle Association

James W. Porter II
President

Allan D. Cors
1st Vice President

Pete Brownell
2nd Vice President

Wayne R. LaPierre
Executive Vice President

Edward J. Land, Jr.
Secretary

Wilson H. Phillips, Jr.
Treasurer

R. Kyle Weaver
Executive Director
General Operations

Chris Cox
Executive Director
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

Marianne Johnson
Program Coordinator
Phone: (703) 267-1572
e-mail: mjohnson@nrahq.org

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

www.nrahq.org/safety/eddie

School Starts Soon!

Make Sure Your Local School Gets Their Eddie Eagle Materials This Fall!

Materials Available:

- Workbooks - Level 1 & 2
- Instructor Guides
- Parents Guide to Gun Safety
- Animated DVD's
- Reward Stickers
- Message Coins
- Beanie Baby
- Jitter Critter



Call 800-231-0752 To Order Today!

For More Information Visit: eddie.nra.org

www.nrahq.org/safety/eddie

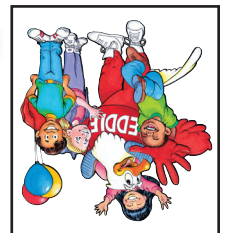
(800)231-0752

Fairfax, Virginia 22030

11250 Waples Mill Road

The National Rifle Association

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



The Eddie Eagle GunSafe® Program

NONPROFIT ORG
U.S. POSTAGE
PAID
DULLES, VA
PERMIT 67