

The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Winter 2009; Volume 13, Issue 1

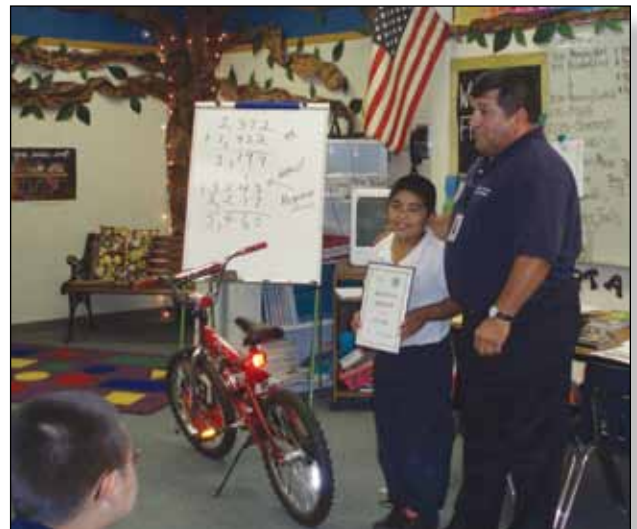
Goodyear Fire Department Partners with Eddie Eagle, Continues 12-year Partnership

By Jon Draper, Eddie Eagle Program Coordinator

The Goodyear Fire Department has something new to be excited about this year. They have received their very own Eddie Eagle mascot costume courtesy of The NRA Foundation and the Arizona Friends of NRA. Officer David Acero submitted the winning application for the 2008 Eddie Eagle GunSafe® Program mascot costume competition in Arizona. The Goodyear Fire Department will receive an Eddie Eagle mascot costume, at no cost, to aid them in their gun accident prevention efforts.

The winning application was selected based on a detailed description of how the costume and program would be used to reach the maximum number of children in a particular community. “The Goodyear Fire Department has a long tradition of teaching firearm accident prevention with the Eddie Eagle program in their community,” said Eric Lipp, Manager of the Eddie Eagle GunSafe Program, “and we’re sure that the addition of an Eddie Eagle mascot costume will greatly enhance their program’s effectiveness.”

The history of Eddie Eagle and the Goodyear Fire Department goes back over 12 years! The Goodyear Fire Department incorporated the Eddie Eagle GunSafe Program in their FirePal program several years ago, and they have found that the program is extremely effective in reaching children with the firearm safety message. For example, in 2006, a month after an Eddie Eagle presentation at Michael Anderson Elementary School, second grade student Joel Padilla observed another student with a handgun in his backpack! Joel remembered what he learned during the Eddie Eagle presentation and knew what to do. He immediately informed his teacher, and the Principal was able to deal with the problem without anyone being injured. Joel was honored



Mr. David Acero praises Joel Padilla for his heroic deed during an awards ceremony at Michael Anderson Elementary School.

for making the right decision, and he was presented with the “Right Choice” award during a ceremony held in his classroom. He also received a bicycle and a helmet for

See “Twelve-Year Partnership,” on page 2.

In this issue of



The Eagle Eye



Educators & Eddie2

Volunteer Spotlight ...4



In the News.....3

GunSafe® Notes5



Partners in Safety.....3

State Grant Funding...6



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.*

“Twelve-Year Partnership,” Continued from page 1.

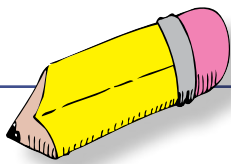
his heroic display. “This is a very important event at Michael Anderson Elementary School because the student made the right choice. In an area of town that has a lot of challenges, this program has proved to be a great tool for our community,” said Officer Acero of the Goodyear Fire Department.

Currently, the Goodyear Fire Department has six officers teaching the Eddie Eagle GunSafe Program, and the new costume should reach up to 10,000 children per year! Eddie Eagle will make appearances in schools, at community events, and in

partnership with the Goodyear Police Department. Some city-wide events that Eddie Eagle will be involved with are the “National Night Out,” “Safety Expo,” and local parades.

“I can’t tell you how excited we are to learn that the Goodyear Fire Department is the recipient of the NRA’s Eddie Eagle mascot costume,” exclaimed Tanja Tanner, Community Education Coordinator for the Goodyear Fire Department, “Thank you so much for your generous award.” The Eddie Eagle Staff wants to thank

the Goodyear Fire Department for their outstanding efforts in promoting firearm accident prevention with incredible enthusiasm. Without the help and dedication of law enforcement agencies and fire departments such as the Goodyear Fire Department, Eddie Eagle’s life saving message would not be able to reach approximately one million kids a year.



EDUCATORS AND EDDIE

By Danielle Gross, Eddie Eagle Program Coordinator

As a Chief Resource Officer and School Safety Administrator for the Covington County School District in Mississippi, Brian Strange understands the importance of implementing safety programs within his schools. One of Mr. Strange’s favorite tools in teaching and promoting safety is The Eddie Eagle GunSafe® Program, which he has been using for the past three years.

The Covington County School District includes four elementary schools, enabling Mr. Strange to reach over 1,000 students every year starting at kindergarten and going through third grade. The community has been very supportive of The Eddie Eagle GunSafe Program over the past three years and several parents have personally thanked Mr. Strange for the presentations and parents’ brochures. “Most important to me is that we are able to send literature home to the parents for them to help us reinforce the importance of gun safety,” said Mr. Strange. He feels that it is important to include the parents and community since there are many hunters in the area who may have firearms in their homes.

An unfortunate firearm accident took the life of one of Covington County’s

students in 2005, prompting Mr. Strange to add gun safety to the curriculum. The Safety Administration has the responsibility of keeping the children safe at school, as well as informing them of dangers outside of school. In regards to The Eddie Eagle GunSafe Program, he adds, “It helps us because we as Resource Officers are responsible for the children’s safety at school, but

“[Eddie Eagle] helps because we as Resource Officers are responsible for the children’s safety at school, but also want to make sure our students are safe in the community as well.”

also want to make sure our students are safe in the community as well. The Eddie Eagle program goes beyond just gun safety and assists us in teaching kids about police officers and firemen being there to help them.”

When asked if he had any advice for those considering The Eddie Eagle GunSafe Program, Mr. Strange said, “The only advice I would give is to definitely implement the program, it is well worth it.” Adding, “The program being grade specific makes it easy to present to many children, while keeping their attention.”

Mr. Strange says that he intends to continue running the program at the school, as well as promoting the program to local township police. “We have been able to expand our program every year to make it better,” he says. “The way that the program is set up allows a lot of flexibility with the addition of props and other aspects of safety to the children.” He feels that the grade specific design and flexibility will allow the program to continue to be a part of the safety curriculum at the Covington County School District for years to come.



IN THE NEWS



Eddie Eagle Recognized

By Eric Lipp, Eddie Eagle Program Manager

Eddie Eagle's 20th anniversary was widely celebrated this year. The Eddie Eagle GunSafe® Program received great press coverage about the program's 20th Anniversary. The Eddie Eagle GunSafe Program was also recognized by several state legislatures. Both the Senate and the House of Representatives in the state of Maine and the House of Representatives of the

Commonwealth of Pennsylvania passed recognitions honoring the Eddie Eagle GunSafe program. The recognitions were for services to keep children safe from firearm accidents and for celebrating the program's 20th anniversary of helping to keep kids safe. Since the program's inception, over 930,000 children have been taught Eddie Eagle's live-saving message in those two states

alone. These represent the 24th and 25th recognitions the program has received from state legislatures around the country. Over 21 million children have gone through the Eddie Eagle GunSafe Program in all 50 states combined.

Law Enforcement Partners In Safety: McKean County Sheriff's Office

By Jon Draper, Eddie Eagle Program Coordinator

While at a dinner in 2006, along with other members of the Navy Reserve Rifle Team in Port Clinton, Ohio, Deputy Sheriff Stephen Smith was engaged in a conversation about the Eddie Eagle GunSafe® Program. Not knowing anything more than the fact that he had seen the name mentioned in various NRA publications, Deputy Sheriff Smith decided to do a little research. After conversing with a fellow rifle team member who strongly suggested that he bring the program to the McKean County Sheriff's Office, he decided to contact his local NRA Field Representative and get the program started. "Big thanks must go out to Sheriff Bradley A. Mason, who gave the program the go ahead when he became Sheriff of McKean County," proclaimed Deputy Sheriff Smith.

For the last three years, Deputy Smith has donned the Eddie Eagle Costume and, along with help from two fellow officers, has brought Eddie's important life saving message to thousands of children in the Smethport area of Pennsylvania. With such a small group of dedicated officers teaching the Eddie Eagle GunSafe Program it is amazing that they are able to reach so many children. Their ability to do so comes from the locations and events that they choose to attend. "Schools really want us to come and teach the program, but we are such a

small team that the manpower to do so is lacking, instead we reach the majority of our children through community events," says Smith. Events such as the Kinzua Outdoor and Travel Show, put on by the Bradford Area Chamber of Commerce, attract over 7,000 visitors. Eddie's message is sure to be heard by thousands of children from all around the area. They also get a huge turnout at the McKean County Fair and LEAP DAYS. Something interesting about LEAP Days is that it is geared towards much older kids. High School students are granted access to police officers on a more personal basis and learn about safety programs that they bring into the communities such as McGruff the Crime Dog and Eddie Eagle. "The kids learn that law enforcement is more than just a badge and a gun," added Smith.

Earlier this year, the Sheriff's Department was awarded a grant from The NRA Foundation to allow them to purchase their own Eddie Eagle Mascot Costume. In previous years, they borrowed a costume, but now with a costume of their own, the impact has been fantastic and public relations have increased. Eddie Eagle has also seen some media coverage in the Smethport area being featured in the local Bradford ERA Paper as well as multiple radio stations that conducted interviews with Eddie Eagle officers. "We are so popular now that we

have even had Head Start teachers from other counties beg for Eddie Eagle materials and a visit from Eddie Eagle himself," remarked Smith.

The Eddie Eagle Program staff is proud to recognize the McKean County Sheriff's Office for their hard work and dedication when it comes to safety. We are sure that they will take full advantage of the Eddie Eagle Mascot Costume and its ability to capture the attention of children. If you are going to be in the Smethport, Pennsylvania, area be sure to check out Eddie Eagle at the 2009 Kinzua Outdoor and Travel Show, February 20th and 21st, and make sure to send your support to the McKean County Sheriff's Office.



Eddie Eagle is shown with deputies: Dave Engman and Julia Brechtel, Sheriff Bradley Mason, Chief Deputy Jim Sharer and Deputy Larry Benson.

Volunteer Spotlight: Eddie Eagle Program Honors 20 Year Volunteer

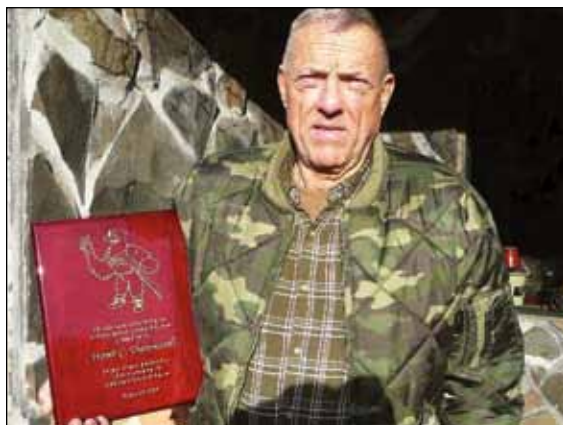
By Jon Draper, Eddie Eagle Program Coordinator

Frank C. Dammarell has been an NRA member since 1947, a life member since 1954, and a benefactor member since 2004. We are proud to say that he has been an Eddie Eagle volunteer since Eddie was born in 1988. So what has Frank been doing for the last 20 years? The answer: a whole lot.

When Frank first became involved with Eddie Eagle, he was a merit badge counselor in Seattle, Washington. He heard the NRA was launching a new children's safety

program called the Eddie Eagle program and he jumped on it immediately. He soon began teaching Eddie's life saving message to scouts and 4-H groups around his hometown, sometimes traveling an hour or more to teach the program. Frank was always around to give assistance to anyone when needed, and knows the importance of teaching Eddie's message. Now, as an NRA training counselor, Frank promotes the program through his training seminars for adults who will, in turn, teach children about Eddie Eagle's message.

Today, Frank still meets with scouts and 4-H groups once a year, sometimes drawing children from up to 200 miles away. He is also pushing to get Eddie's life-saving message back into the school systems in his area. At present, too little classroom time is devoted to the program, and Frank and the superintendent of schools in Idaho, Mr. Tom Luna, are working hard to revamp the local program. Frank believes that with a topic as important as gun safety everyone should be educated.



Mr. Frank Dammarell proudly displays his plaque commemorating his 20 years of service.

Frank has been very active in the Idaho State Republican Conventions, distributing Eddie Eagle materials to all who are interested, and he was instrumental in getting the Eddie Eagle GunSafe® Program resolution passed in his state. In 2002, Frank and his wife Pat volunteered to spread the message of Eddie Eagle at our booth during the NRA Annual Meetings in Reno, Nevada, and again during the 2005 Annual Meeting in Houston, Texas.

"The response I've gotten for Eddie Eagle has always been positive," says Dammarell, "people are excited that a program like this exists." Here at Eddie Eagle Headquarters, we are excited to honor a volunteer with such dedication and commitment. Frank received a plaque this year from the Eddie Eagle GunSafe Program to commemorate his 20 years of service. With the help of volunteers such as Frank and more than 26,000 schools, law enforcement agencies, and civic organizations, Eddie Eagle's important safety message has reached over 21 million children, making it the most widely taught gun accident prevention program in the United States.

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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 1-800-231-0752 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!

GUNSAFE® NOTES

Eddie Eagle Mascot Costume Contests Award 4 new Eddie Eagle Costumes

By Eric Lipp, Eddie Eagle Program Manager

This year the Eddie Eagle GunSafe® Program was fortunate enough to receive *Friends of NRA* State Grants in four states to hold Eddie Eagle Mascot costume contests. These contests are run by the Eddie Eagle program staff and are eligible to all law enforcement agencies in those states that use the Eddie Eagle GunSafe Program. Program staff accepts all eligible agencies' applications to review and determines a winner based on several factors including the amount of children that the costume will reach and the proximity to other Eddie Eagle costumes. The winner then receives a \$2,650 Eddie Eagle mascot costume free of charge for use in their community.

This year we held costume contests in Arizona, Southern California, Northern California, and Mississippi. After four long, hard deliberations, the staff was finally able to select four new agencies to receive new Eddie Eagle mascot costumes.

In Goodyear, Arizona, Officer David Acero of the Goodyear Fire Department submitted the winning application for the 2008 Eddie Eagle GunSafe Program mascot costume competition. The Goodyear Fire



Department started the Eddie Eagle GunSafe Program over 12 years ago, and the new costume should reach up to 10,000 children per year.

In Southern California, Heather Howard of the Fontana Police Department in Fontana, California, submitted the winning application for the 2008 Eddie Eagle GunSafe Program mascot costume competition. With the Eddie Eagle Mascot Costume the Police Department has the potential to reach 37 elementary schools each year to teach Eddie's life-saving message.

In Northern California Samantha La Violette of the Gridley-Biggs Police Department in Gridley, California, submitted the winning application for the 2008 Eddie Eagle GunSafe Program mascot costume

competition. The Eddie Eagle GunSafe Program started two years ago in Gridley, and the department is working to incorporate the program in all local schools.

In Mississippi, Captain Mike McCain of the Cleveland Police Department submitted the winning application for the 2008 Eddie Eagle GunSafe Program mascot costume competition. The Eddie Eagle GunSafe Program started over ten years ago in the Cleveland area, and the costume will certainly be a great addition to the effectiveness of their program.

We would like to congratulate all of the winning agencies and, most importantly, the *Friends of NRA* for supporting the contests and helping to further enhance local Eddie Eagle program's effectiveness.

Official Publication of the
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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
Alabama	\$846.05	Mississippi.....	\$2,713.58
Alaska	\$948.02	Missouri	\$5,000.00
Arizona	\$4,104.75	Montana	\$2,000.00
Arkansas.....	\$494.88	Nebraska	\$1,000.00
California (Central)	\$10,000.00	Nevada	\$1,000.00
California (Northern) ..	\$3,000.00	New Jersey.....	\$546.43
California (Southern).....	\$894.08	New Mexico	\$2,500.00
Colorado.....	\$876.10	New York (Upstate).....	\$1,500.00
Connecticut.....	\$57.91	North Dakota.....	\$658.19
Delaware	\$999.16	Oklahoma	\$504.66
Florida.....	\$4,467.79	Oregon	\$2,000.00
Idaho	\$2,000.00	Pennsylvania.....	\$2,254.51
Illinois	\$814.37	South Carolina.....	\$276.70
Indiana	\$1,909.78	South Dakota	\$1,000.00
Iowa.....	\$542.08	Texas (Southern)	\$6,189.95
Kansas	\$764.10	Texas (West).....	\$1,852.40
Kentucky	\$318.61	Utah	\$4,724.73
Maine	\$864.51	Washington.....	\$3,905.11
Michigan.....	\$3,413.68	Wisconsin.....	\$417.09
Minnesota	\$2,000.00	Wyoming	\$1,500.00

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 1-800-231-0752	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:
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City:	City:
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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	12541	Animated Video (7 minutes)	ea	ea	\$9.95	
12542	N/A	Animated DVD (7 minutes)	ea	N/A	\$9.95	
12381	See Below	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

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

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{Payable to the National Rifle Association}

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My signature authorizes the charge to my account Date _____

SHIPPING TABLE				
Note: There is a Minimum Shipping Fee on all orders.				
Merchandise Total	Standard Shipping	3 rd Day	2 nd Day	Next Day
Up to \$10.00	\$6.80	\$23.00	\$30.00	\$50.00
\$10.01 to \$30.00	\$8.50	\$25.00	\$35.00	\$55.00
\$30.01 to \$60.00	\$10.50	\$27.00	\$40.00	\$60.00
\$60.01 to \$90.00	\$13.50	\$30.00	\$45.00	\$65.00
\$90.01 to \$120.00	\$16.50	\$32.00	\$50.00	\$70.00
\$120.01 to \$150.00	\$19.50	\$36.00	\$55.00	\$75.00
\$150.01 to \$200.00	\$22.50	\$40.00	\$60.00	\$80.00
\$200.01 to \$250.00	\$25.50	\$45.00	\$65.00	\$85.00
\$250.01 to \$300.00	\$30.50	\$50.00	\$70.00	\$90.00
\$300.01 to \$350.00	\$35.50	\$55.00	\$75.00	\$95.00
\$350.01 to \$400.00	\$40.50	\$60.00	\$80.00	\$100.00
\$400.01 to \$450.00	\$45.50	\$65.00	\$85.00	\$105.00
\$450.01 to \$500.00	\$50.50	\$70.00	\$90.00	\$110.00
\$500.01 +	\$55.50	\$75.00	\$95.00	\$115.00
Foreign Shipping	For deliveries outside the U.S. and Canada, add \$15.00 to the above shipping rate.			

<p>Reminder: *Delivery times may vary. If needed by a certain date, please call 1-800-231-0752 to talk to a member of the Eddie Eagle staff. **When using a purchase order, the order must be over \$15.00. All products and prices are subject to change without notice. All returns and exchanges must be made within 60 days of receipt of merchandise.</p>	<p>Sales Tax VA 5%, WI 5.5 %, DC 5.75%; MD, CT, FL, MI, & WV 6%; IL 6.25%; PA 7 %; MN 7.15 %; NC 7.25 %; OH 7.75%; CA, NY, & TX 8.25%; TN 9.25 % Sales tax rates are subject to change without notice.</p>
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