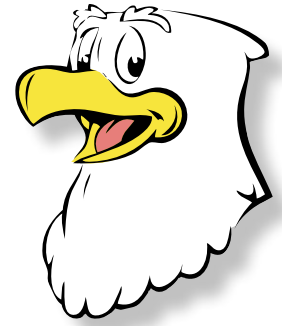


The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Winter 2010; Volume 14, Issue 1

Twenty-Three Million Safe Kids, and Counting!

By Eric Lipp, Eddie Eagle Program Manager

The Eddie Eagle GunSafe® Program, the NRA's groundbreaking gun accident prevention program for children in pre-k through third grade, has reached another milestone. With the hard work of thousands of dedicated law enforcement professionals, educators, volunteers and civic leaders, the Eddie Eagle GunSafe Program has now reached more than twenty-three million children.

Started in 1988 by past NRA President Marrion P. Hammer, the Eddie Eagle Program has grown into a nationwide program that is the leader in firearm accident prevention safety training. Focusing on a simple and easy to remember message—If you see a gun: STOP! Don't Touch. Leave the Area. Tell an Adult.—the program is easy to use and really gets kids involved.

Law enforcement and schools from Sacramento, CA, to Miami, FL, have chosen to use the Eddie Eagle Program to keep their cities' youth safe. In fact, in the past 22 years more than 26,000 educators, law enforcement agencies, and civic organizations have taught the Eddie

Eagle program to children in their communities.

"The Eddie Eagle GunSafe Program has been a tremendous success," said Kayne Robinson, Executive Director of NRA General Operations. "Twenty-three million young people have received Eddie's lifesaving message, and the future of the program is bright."

As we mark this incredible milestone we must continue to work diligently to spread Eddie Eagle's lifesaving message to even more children. We still have a lot of work ahead. We will not rest until every pre-k through third grade child in America has learned how to stay safe if they encounter a firearm.



Twenty-six State Governors and twenty-three State Legislatures have endorsed the Eddie Eagle program which has now reached over twenty-three million kids.

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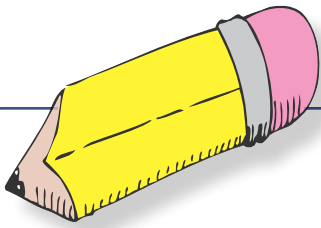
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The Eddie Eagle GunSafe® Program, created in 1988, teaches Pre-K - 3rd Grade children that if they find a gun to: *Stop! Don't Touch. Leave the Area. Tell an Adult.*



EDUCATORS AND EDDIE

By Danielle Gross, Eddie Eagle Program Coordinator

Can you imagine protecting the lives of hundreds of children a year? Linda Ihler has been doing just that for the past 18 years by way of the Eddie Eagle GunSafe® Program! With the assistance of Mr. Diego Alvarez, a bi-lingual counselor, they visit 26 classrooms each year from pre-k through fifth grade to share Eddie's important life saving message.

Ms. Ihler has been the Elementary Counselor at Washington Elementary in Sunnyside, WA since 1988, the same year that Eddie began spreading his message. Three years into her career at the school, she learned about the program through a flyer and has been using it ever since.

The impact of the program in Sunnyside is clear at Washington Elementary. Ms. Ihler stated that firearm security was not a high priority when the program started 18 years ago; that is not the case today. While it is important for the children to know what to do if they come upon a firearm, Ms. Ihler and Mr. Alvarez strongly believe that parents serve an important role too. Local law enforcement, she added, has been very helpful in supplying parents with

trigger locks to further gun safety at home.

Every year, Ms. Ihler passes on Eddie's safety message to every child from preschool through fifth grade at Washington Elementary. "At the beginning of each school year we have grade level assemblies to go over major school rules," she said. "When the principal asks what to do if they see a gun or knife, we hear a chorus of 'STOP! Don't touch. Leave the area. Tell an adult.' One student found a knife on the playground and followed the rules perfectly."

Linda Ihler is a great example of how teachers make

—■—
"When the principal asks what to do if they see a gun or knife, we hear a chorus of 'STOP! Don't touch. Leave the area. Tell an adult.' One student found a knife on the playground and followed the rules perfectly."
—■—

a difference in a child's life. Her dedication and support of the Eddie Eagle GunSafe Program has had a positive impact on the children of Washington Elementary and their community for years. We would like to thank Ms. Ihler, Mr. Alvarez and the Washington

Elementary School for their continued commitment to keeping children safe.

TELL US YOUR STORY!

Is there an Eddie Eagle Program instructor in your community who has been doing an exceptional job? How have they helped children to stay GunSafe? Please call the Eddie Eagle Program office today at (800) 231-0752 or

send us an e-mail at eddie@nrahq.org with a few of the great things that they have done with the Eddie Eagle Program. If we like what we hear, you might see them featured in an upcoming edition!





IN THE NEWS



Supporter Sponsors Eddie Eagle Spanish DVD

A generous gift has recently allowed the Eddie Eagle GunSafe® Program to release a new Spanish version of the Eddie Eagle DVD. In an effort to equip law enforcement officers, teachers and safety activists to reach more children across America, Universal Coin & Bullion of Beaumont, TX, graciously supported the effort to translate, duplicate and distribute Eddie Eagle DVDs in Spanish.

Mike Fuljenz, President of Universal Coins, says it all: "As a former teacher, I believe in our company mission of

supporting important educational programs like the Eddie Eagle program. Its safety successes are self-evident, and we are honored to be involved and making a real difference in young lives with this project."

Thanks to Universal Coin & Bullion's support, the Eddie Eagle GunSafe Program will expand its reach, offering more Spanish language materials than ever before. Eric Lipp, Eddie Eagle Program Manager, said, "We offer them our most sincere thanks for partnering with our program to save lives."

The new updated Eddie Eagle Spanish DVD should be available soon and may be available through state grants. For more information visit www.nrahq.org/safety/eddie or call the Eddie Eagle Program at (800) 231-0752.



Volunteer Spotlight: Greg DiMaio

By Danielle Gross, Eddie Eagle Program Coordinator

When Greg DiMaio called the Eddie Eagle GunSafe® Program in June of 2009 to become an Eddie Eagle Volunteer, we knew that he was going to do great things with the program in Chautauqua County, New York. Together with his wife Donna, a school teacher, they hit the ground running and have been building momentum ever since! In the past six months, their efforts led to the program being endorsed by a local police official, a featured story in the local newspaper, and the program being established in three public schools and two parochial schools. One long-term goal is to implement the program in every school in the county and they are quickly on their way to reaching that target!

A pistol instructor, Mr. DiMaio became interested in presenting the Eddie Eagle Gunsafe Program when he discovered that the number of gun permits in the area was increasing. "This led me to believe that we should concentrate on teaching the children who would be in those households to be safer," Greg stated. Since then, Greg and Donna have visited private and local schools, state and local law enforcement and pistol permit offices to promote the program.

Since starting the program in Southwest New York, several parents have approached the DiMaio's with stories of success. In one instance, a child found a gun on a desk at a relative's house and ran to warn his mother. The boy remembered to: STOP! Don't Touch. Leave the Area. Tell an Adult. The young boy's mother was very grateful that her son had been exposed to the program and knew what to do in the situation! Mr. DiMaio expressed how wonderful it is to be a part of presenting Eddie's life-saving message and how rewarding it is to hear stories like this.

"Being a volunteer is a great way to give back...while saving lives!" Mr. DiMaio added, "It's certainly not difficult, it just takes some time."

The DiMaio's hope to add another five schools for the up-coming spring semester; a big step towards achieving their county-wide goal. Those of us here at the Eddie Eagle Program greatly appreciate the passion that Greg and Donna DiMaio have shown for the program and look forward to working with them in achieving their goals!



Mr. Greg DiMaio, his wife Donna and their assistant Chaely.

GUNSAFE® NOTES

Thirty-Eight New Costumes Added in 2009!

By Jon Draper, Eddie Eagle Program Coordinator

Two thousand and nine was a great year in the land of Eddie Eagle! We sold and donated a record number of Eddie Eagle mascot costumes—thirty-eight!—to law enforcement agencies all across the country. These costumes are an incredible asset to the communities they serve. Law enforcement personnel are in agreement that having a character such as Eddie Eagle present during safety programs is a great way to hold the attention of a child and ensure the life saving message sticks.

The Eddie Eagle GunSafe Program sponsored costume contests this year. We awarded mascot costumes to nine agencies throughout the country. An additional seven costumes were purchased directly by law enforcement agencies for use in their communities. Several costumes were awarded directly to law enforcement agencies that took the time to apply for grants through The NRA Foundation. Other agencies were awarded costumes through state costume contests funded by The NRA Foundation (supported by the *Friends of NRA*).

In 2009, The NRA Foundation (supported by the *Friends of NRA*) awarded complete or partial funds to:

Sevierville Police Department, Sevierville, TN
Eddyville Police Department, Eddyville, KY
Lake Jackson Police Department, Lake Jackson, TX
Dickson County Sheriff's Office, Charlotte, TN
Woodhaven Police Department, Woodhaven, MI
Canton Police Department, Canton, IL
Stone Park Police Department, Stone Park, IL
Macoupin County Sheriff's Office, Carlinville, IL
San Benito CISD Police Department, San Benito, CA
Citizens Police Department of Minooka, Minooka, IL
Carroll County Sheriff's Department, Carrolton, KY
Bay St. Louis Police Department, Bay St. Louis, MS
Compton Unified School District Police Department, Compton, CA
Yavapai County Sheriff's Office, Prescott, AZ
Midland County Sheriff's Office, Midland, MI
Las Vegas Metro Police Department, Las Vegas, NV
Glenn County Sheriff's Department, Willows, CA

The Eddie Eagle GunSafe program would like to recognize The NRA Foundation (supported by the *Friends of NRA*) for their unwavering support, efforts and contributions on behalf of child safety.

If you share the feeling that the addition of the Eddie Eagle mascot character will make a big impact on the kids in your area, give us a call at (800) 231-0752 to find out how you can apply for a costume grant – and be on the lookout in 2010 for Eddie Eagle mascot costume contests coming to your state.



The Eddie Eagle Mascot Costume is a great way to enhance your Eddie Eagle GunSafe Programs and the character makes a big impact on kids.

LAW ENFORCEMENT PARTNERS IN SAFETY

Union Beach Police Department: New Jersey

By Jon Draper, Eddie Eagle Program Coordinator

Once a year, we here in the Eddie Eagle department receive a phone call from the Union Beach Police Department with a very special request: Send us Eddie! And we are happy to oblige. Since the summer of 2003, Officer Lisa Griffin has been using the Eddie Eagle GunSafe® Program to ensure the safety of the children in Union Beach, New Jersey.

Once a year they make a special visit with Eddie Eagle himself to Union Beach Memorial School to speak with the students from kindergarten through third grade about what they should do if they find a gun in an unsafe situation.

Officer Griffin has nothing but good things to say about the Eddie Eagle GunSafe Program and what it has done for her community. The ability for her and other officers to interact with students has gone a long way in helping develop positive relationships between police officers and children. Officer Griffin says that her visits have contributed to a decrease in violence in the schools. She is proud to report that since the Eddie Eagle Program began, the school has had no firearm incidents.

The endorsement of Principal Joseph Annibale, of the Union Beach Memorial School, and help of Student Resource

Officer, Sgt. Timothy Kelly, have made it possible for Officer Griffin to reach four to five hundred children each year. They have gone above and beyond the Eddie Eagle age group and created an anti-violence PowerPoint presentation for the older kids, presenting modified Eddie Eagle principles to a more mature age group. "If it saves one child, it was worth every hour we spent doing it," says Officer Griffin.

Kids, parents and teachers have all shown appreciation for Eddie Eagle's visits. It is apparent when the kids come to Officer Griffin with, "Have you seen Eddie lately?" and parents like it because "their kids are staying safe," says Griffin. "These are tools that kids can use everywhere; in the home, at school, on the playground, even at Disneyland," she added.

We want to take this opportunity to thank Officer Griffin and all others in the Union Beach community for their support and efforts in teaching the Eddie Eagle GunSafe Program. We also want to remind law enforcement agencies that Eddie Eagle mascot costumes are available on a limited basis for loan from the Eddie Eagle GunSafe Program. If your agency is interested in borrowing an Eddie Eagle mascot costume, contact the Eddie Eagle staff at (800) 231-0752 for more information.

Official Publication of the
National Rifle Association

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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 (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!



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
Arizona	\$5,365.27	Missouri	\$2,272.70
California (Central)...	\$3,982.99	Montana	\$1,931.12
California (Northern)...	\$2,942.48	Nebraska.....	\$140.54
California (Southern) ...	\$478.19	Nevada.....	\$2,188.35
Connecticut.....	\$712.37	New Mexico	\$1,201.85
Illinois	\$462.35	Pennsylvania.....	\$655.53
Iowa.....	\$314.80	Texas (West).....	\$843.77
Kentucky	\$2,146.05	Utah	\$5,334.13
Louisiana.....	\$641.02	Washington.....	\$4,455.73
Michigan.....	\$881.36	Wisconsin.....	\$301.34
Minnesota	\$1,706.45	Wyoming.....	\$803.91
Mississippi.....	\$200.12		

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:

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	N/A	Animated DVD (7 minutes)	ea	N/A	\$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	<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	

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	\$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 1-800-231-0752 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.
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