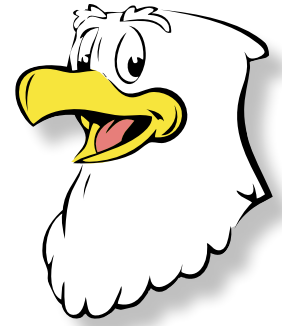


The Eagle Eye



A Publication of the Eddie Eagle GunSafe® Program – Winter 2012; Volume 16, Issue 1

It's Official, 25 Million and Counting!

By Eric Lipp, Eddie Eagle Program Manager

After 23 years of spreading his important safety message Eddie Eagle has now taught over 25 million children how to avoid firearm accidents! 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 firearm accident prevention course for children, has surpassed this latest milestone.

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's life-saving message has reached children in a multitude of ways over these many years. With lots of help from law enforcement, teachers

and guidance counselors, and hundreds of devoted volunteers, Eddie Eagle has appeared at schools, local safety events, and countless other functions to teach children how to avoid an accident if they find a gun. 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.

Law enforcement's partnership with Eddie Eagle has proven to be very effective and 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 group that are authorized to purchase Eddie Eagle mascot

See "25 Million and Counting" on page 4.

In this issue of



The Eagle Eye



Educators & Eddie2

Volunteer Spotlight ...3



In The News2

GunSafe® Notes4



Partners in Safety.....5

State Grant Funding...6



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.*



IN THE NEWS



NRA Foundation & Friends of NRA continue to Fund Eddie Eagle Mascot Costumes

By Jon Draper, Eddie Eagle Program Coordinator

As law enforcement agencies feel the budget squeeze nationwide, some community education programs find themselves underfunded while others become lost entirely. It is important to thank those instrumental in helping make the Eddie Eagle program and the mascot costume available to law enforcement agencies free of charge, insuring the safety and security of our children is always a top priority.

The NRA Foundation provides financial support to countless programs and organizations each year across the country through its grant program. Volunteer committees and donors help to raise

charitable dollars through the *Friends of NRA* Program. In turn, these funds are awarded in the form of grants to support educational, public service, training, range development and safety education programs in our communities.

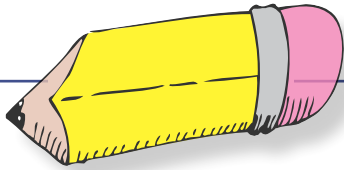
With tough economic times being felt across the nation, the Eddie Eagle staff would like to acknowledge The NRA Foundation and *Friends of NRA* for their continued support of the Eddie Eagle Mascot Costume program.

In 2011, twenty-two law enforcement agencies across the country received Eddie Eagle mascot costumes to

enhance existing Eddie Eagle GunSafe® programs. These costumes retail at a cost of \$2,800.00 each, and were provided through grants from The NRA Foundation.

Special Thanks go to *Friends of NRA* committees in the following states for funding mascot costumes in 2011:

North Carolina	Texas	Kentucky
Wisconsin	Delaware	Montana
Colorado	Tennessee	Nevada
Florida	Michigan	Oregon
Idaho	California	Arizona
New Jersey	Arkansas	Illinois



EDUCATORS AND EDDIE

By Katie McDermott, Eddie Eagle Program Coordinator

Ms. Stephanie Naylor Burks

Ms. Burks started teaching the Eddie Eagle GunSafe® Program many years ago in Putnam County, West Virginia. Her goal has been to present the program to first and second graders before the hunting season begins each year. Since she began teaching the program Ms. Burks has reached 1,600 students. There are five other counselors who teach the safety program as well, meaning thousands of students have been exposed to Eddie Eagle in Putnam County schools in West Virginia.

With safety being one of Ms. Burks number one priorities, she came across the Eddie Eagle Program and felt it suited her purpose to teach children firearm accident prevention prior to hunting season. "Living in a rural area where guns are prevalent, it is very

important to teach a child what to do should they come across a firearm," said Ms. Burks. After teaching the program for many years, Ms. Burks has received only positive feedback from both the children and the parents. Each presentation has 45 minutes allotted for stories and questions at the end. Many of the second graders speak up, remembering the program from the year before and that they had since used its lesson to inform a parent or caretaker upon finding a gun. To increase Eddie Eagle's exposure beyond the first and second graders, Ms. Burks encourages her children to go home and share what they learned from the Eddie Eagle Program with their parents and siblings.

"I love the program; it's ageless as the message never gets old. I have the kids stand with me and sing or say the steps

with Eddie Eagle and they all love it," says Ms. Burks. "I have talked with fifth graders and they say 'hey, you taught us about Eddie Eagle!'"

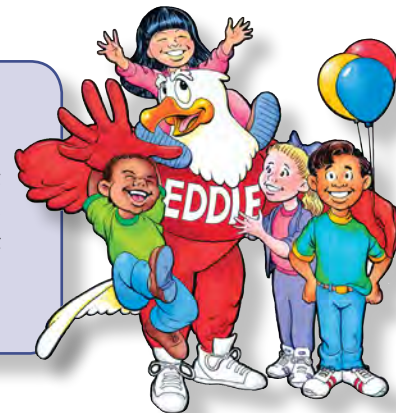
Although Ms. Burks retired this year, she is now a part-time parent liaison with Putnam County schools and her use of the Eddie Eagle Program can still be seen in the schools. Eddie Eagle's message is still taught by many of her predecessors throughout the county each year – just before hunting season.

A very well-deserved thank you goes out to Ms. Burks for implementing the Eagle GunSafe Program each year and helping it carry on since her retirement. With her continued dedication and support, the Eddie Eagle Program will go on to reach many more children in Putnam County. We truly appreciate all that she does.

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 Gun-Safe? 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!



Volunteer Spotlight: Lisa Dudley-Rentz

By Jon Draper, Eddie Eagle Program Coordinator

Every once in a while we receive news that a volunteer has gone above and beyond in their efforts with the Eddie Eagle GunSafe® program. These are people that take time and energy out of their daily lives to teach, promote, and simply spread the word of Eddie Eagle and his firearm safety message. These individuals have made a decision to dedicate their efforts to protecting the nation's most valuable resource, children.

Lisa Dudley-Rentz is one of those volunteers.

Lisa is the owner and operator of Personal Security Resources, in Miami Springs, Florida. The focus of her work is geared towards women and children's safety. As an NRA Certified Instructor for NRA First Steps Pistol Orientation, NRA Basic Pistol, Refuse To Be A Victim® and Personal Protection in the Home, safety and security are always on her mind.

For the past year, Lisa has been working in the South Florida area attending as many events and venues as she possibly can to teach and promote the Eddie Eagle program. Whether she is attending a BBQ cook off or the Miami Gun Show, Lisa can be found passing out Eddie Eagle materials or speaking with children and parents. Lisa took the program a step further at the Palm Beach Kids Fair, creating an original Children's Safety/Eddie Eagle stage production where children get a chance to come on stage and act out different safety lessons. Lisa offers

the Eddie Eagle program on a routine basis, holding classes in her new office and training studio in Miami Springs, much to the enjoyment and appreciation of the Miami Springs community.

"With the support of my colleagues at Home Safety Academy and Tactical Firearms Academy, as well as through my own business, the Eddie Eagle GunSafe Program is regularly presented and materials distributed at events and venues throughout South Florida. It is a role I truly enjoy," says Lisa.

The Eddie Eagle Program relies heavily on its national grassroots network of volunteers to promote and teach the program in their communities. With the help of these volunteers and more than 26,000 schools, law enforcement agencies, and civic organizations, Eddie Eagle's message has reached over 25 million children, making it the most widely taught firearm accident prevention program in the world. If you or anyone you know may be interested in becoming a volunteer for the Eddie Eagle GunSafe Program, please contact us at (800) 231-0752 or by e-mail at eddie@nrahq.org.



Volunteer Lisa Dudley-Rentz poses for pictures with enthusiastic kids at an event in North Palm Beach Florida.

“25 Million and Counting” from page 1.

costumes and have over 330 costumes around the country.

With the help of all these wonderful people, Eddie’s life-saving safety message is heard loud and clear and we know that message is working thanks to the letters and calls from program instructors and parents. Helping children stay safe is the core of the Eddie Eagle GunSafe® Program, and over the last 23 years it

“The NRA offers free Eddie Eagle materials to any law enforcement agency, educational facility, hospital, daycare, or library across the nation.”

has certainly made tremendous strides towards achieving its goals to reach every child in the country with its life saving message.

The NRA 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)

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

Having surpassed the 25 million mark, Eddie Eagle is certainly not slowing down in his elder years! In fact, he plans to work harder than ever and reach every child in America with his important safety message. It is an enormous task and a tough road ahead, but the Eddie Eagle GunSafe Program will push forward.

GUNSAFE® NOTES

Eddie Eagle Visits the Nation’s Capitol!

That’s Right! Eddie Eagle recently took a trip to Washington D.C. to visit children from Savoy Elementary School as a part of the U.S. Capitol Police’s annual holiday party for the school.

Sgt. Kimberly Schneider contacted Eddie Eagle staff asking to borrow a mascot costume for the event and, as you can imagine, Eddie Eagle was a big hit!

The children spent the day singing and dancing with

Eddie Eagle and, of course, learning about his very important safety message.

We here at the Eddie Eagle GunSafe® Program would like to extend a special thanks to Sgt. Kimberley Schneider, Officer Frank Quick, and the entire staff at the United States Capitol Police Department for hosting this event and for their continued commitment to children’s safety.



Eddie Eagle shares some holiday spirit with the kids from Savoy Elementary in Washington D.C.

Eddie Eagle a Hit at National Night Out!

Program staff worked with law enforcement agencies from around the country to include Eddie Eagle’s important safety message in their

National Night Out activities this past August. Staff coordinated materials for over 175,000 children at National Night Out events around the country.

Eddie himself visited several events to make sure local children knew his safety message.

LAW ENFORCEMENT PARTNERS IN SAFETY

Warren County Sheriff's Office

By Jon Draper, Eddie Eagle Program Coordinator

In August of 2010, Deputy Bobby Pennington of the Warren County Sheriff's Office in Tennessee, was attending the National Association of School Resource Officers (NASRO) conference in Louisville, KY. It was at this conference that Deputy Pennington, an SRO (School Resource Officer) for Warren County Schools, came across the Eddie Eagle GunSafe® Program booth. After speaking and visiting with Eddie Eagle Staff, Deputy Pennington went home with samples, brochures and a phone number he was sure to call for more information.

Ever since his great discovery, Deputy Pennington and the Warren County Sheriff's Department have been working with their proactive school system to teach the Eddie Eagle GunSafe Program to children throughout the county. Thanks to schools graciously opening their schedules, the program is taught in all nine public schools and two private schools in Warren County. Last year the Sheriff's Office was able to teach the program to over 2,000 kids!

The program has received tremendous reviews from students and parents.

Deputy Pennington often runs into parents out in public and is pleased to hear the moms and dads repeating the safety message that their children took home with them. "It's such a simple and catchy message – really easy for the kids to understand and the teachers and parents memorize it too," said Deputy Pennington.

The department enhances their basic programs with the use of a borrowed Eddie Eagle mascot costume. Eddie Eagle makes appearances to excited crowds at the schools which really makes for a memorable experience. Deputy Pennington is currently working with the *Friends of NRA* in Tennessee through The NRA Foundation to apply for a grant to purchase the department their own Eddie Eagle mascot costume.

The *Friends of NRA* and The NRA Foundation are huge supporters of both the Eddie Eagle GunSafe Program and law enforcement. The materials and costumes they have continually funded in the state of Tennessee are greatly appreciated and we are confident they will continue to provide funding and support in the future.



Eddie Eagle had a blast with Deputy Pennington and the kids from Centertown Elementary School.

Official Publication of the
National Rifle Association

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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.

<u>State</u>	<u>Amount</u>	<u>State</u>	<u>Amount</u>
Alaska	\$4,716.60	Kentucky	\$1,147.84
Arizona.....	\$5,000.00	Maryland	\$741.78
Arkansas.....	\$4,939.84	Michigan	\$2,524.66
Central California....	\$3,613.40	Mississippi	\$1,445.74
Northern California..	\$4,000.00	Missouri	\$4,846.32
Colorado.....	\$1,807.93	Montana	\$2,000.00
Connecticut	\$1,500.00	Nebraska	\$ 1,691.04
Delaware	\$651.11	Oregon.....	\$908.48
Florida.....	\$2,067.01	South Dakota.....	\$1,000.00
Idaho	\$374.18	Utah.....	\$6,000.00
Iowa	\$1,164.70	Washington.....	\$ 2,470.15
Illinois	\$3,043.36	Wisconsin.....	\$1,868.18
Kansas	\$2,756.60	Wyoming.....	\$1,401.40

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

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

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) – 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	
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.

<p>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.</p> <p>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><u>Sales Tax</u> 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.</p> <p>Sales tax rates are subject to change without notice.</p>
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