

The Eagle Eye

A PUBLICATION OF THE EDDIE EAGLE GUNSAFE® PROGRAM

IT'S OFFICIAL, OVER 32 MILLION CHILDREN REACHED!

By Eddie Eagle Staff



The Eddie Eagle GunSafe Program is proud to announce that it has now reached over 32 million children with its life saving message! With over three decades of teaching safety, the Eddie Eagle program continues to move forward with its mission and is proving to be as successful as ever. In fact, the program had its most successful month in program history recently when it supplied over 220,000 materials to children for safety events!

Partnerships with law enforcement continue to be the foundation of the program's success as they work with their communities at multiple levels, from their local schools to various summer safety community events. So far in 2019, well over half a million children received Eddie Eagle's important safety materials and thousands more families learned about Eddie Eagle through **EddieEagle.com**, our website where children can take Eddie's safety quiz, complete interactive activities, and watch the Eddie Eagle movie.

Impacting roughly a million children a year, the Eddie Eagle GunSafe Program has been utilized by more than 28,000 schools, law enforcement agencies, and civic groups. According to the Centers for Disease Control & Prevention, unintentional firearm fatalities among children of the Eddie Eagle GunSafe Program's targeted age group have declined almost 80% since the program debut.

"The message is simple, easy to remember, and fun for kids to learn," said National Community Outreach Department Manager Eric Lipp.

Created in 1988 by past 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 a firearm in an unsupervised setting: "If you see a gun: **STOP! Don't Touch. Run Away. Tell a Grown-Up.**"

NRA proudly offers free Eddie Eagle materials to any law enforcement agency, educational facility, hospital, or library across the nation. Funds raised by 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 participate in Eddie Eagle to heighten gun accident prevention awareness within their local communities.

Schools, law enforcement agencies, civic groups, volunteers, and others interested in more information about The Eddie Eagle GunSafe Program, or persons who wish to see if free materials are available in their communities, should email the Eddie Eagle Department at eddie@nrahq.org or visit eddieeagle.nra.org.

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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!

EDDIE EAGLE HAS LANDED IN THE PARKS

By Eddie Eagle Staff

The Palm Coast Florida Parks and Recreation Youth Department, found an amazing volunteer to work with them on teaching youth gun safety. The NRA Community Outreach program has reached out to their volunteer, Kathleen Robinson, who has been teaching the Eddie Eagle Gunsafe® Program for over a year and has reached over 200 children. Ms. Robinson talks about gun safety with children and asks that the parents also stay in the room. "That's what we require with the program", says Robinson and "we make the parents get up to dance and the children love it!"

We asked what inspired her to teach the program and she told us that her father was a police officer and her siblings knew not to touch a firearm. She wanted to start the program with kids and found their parents seem to really enjoy the program as well. "Parents always thank me after. It takes the pressure of talking to their kids about firearms out of their hands. They like that we're giving them tools on handling things," said Robinson.

When asked about her experience on ordering Eddie Eagle materials, she said, "It's great because the materials are free and it's very easy to order. When I call I can get the materials within 2 weeks!"

We try to make this program as easy to teach as possible. Ms. Robinson said, "I really like Eddie Eagle, he comes into the classroom and I love the materials, it is so clear: I like how the NRA broke up the materials to have separate instructor guides for each grade, it's an easy program to follow. Being a teacher, it's nice to have a lesson plan already typed up." This goes to show how easily this program can be implemented in a classroom setting.

We look forward to working more with Ms. Robinson in the future. She has done so much to help spread Eddie Eagle's lifesaving message of **"Stop! Don't touch. Run Away. Tell a Grown-up."**



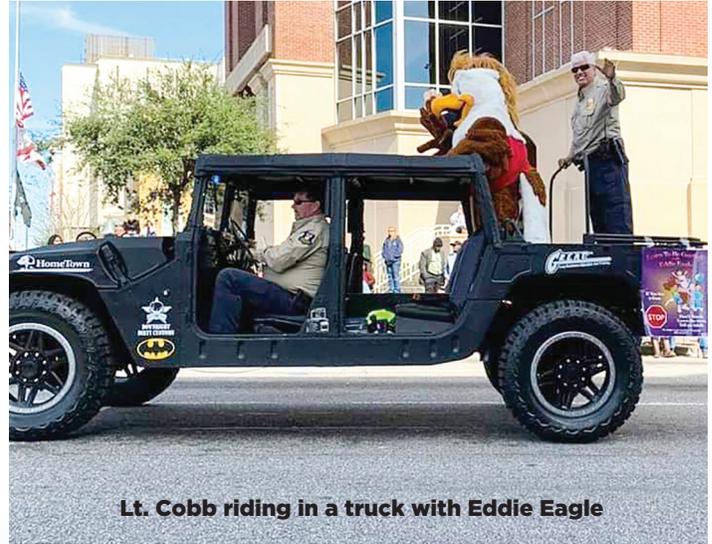
Law Enforcement, Partners in Safety

EDDIE EAGLE IS SPREADING HIS SAFETY MESSAGE, IN SWEET HOME ALABAMA

By Eddie Eagle Staff

The Wing Team had the pleasure of talking to Lieutenant Cobb from the Headland Police Department in Headland, Alabama. Lt. Cobb has been teaching the Eddie Eagle Gunsafe® Program to children in kindergarten through fourth grade for over fourteen years! In that time, Lt. Cobb has reached over 7,000 children in his district. “The children and teachers love the program, they’ll jump right in and sing the message and moves with me” said Cobb. The Headland Police Department is proud to be spreading Eddie Eagles Safety Message of **“Stop! Don’t Touch. Run Away. Tell a Grown-up.”**

By the looks of it, Lt. Cobb seems to be doing a pretty fantastic job. He is doing so well that he borrows his department’s Eddie Eagle costume and features Eddie Eagle at almost every school and event he attends. He likes to feature Eddie Eagle at Bass Pro events, he even brings the costume to Friends of NRA events. Lt. Cobb has made such a big impact, that kids recognize him when he’s out and about. “The kids see me at the store and they’ll stop me and



Lt. Cobb riding in a truck with Eddie Eagle

do the Eddie Shuffle in front of people, I love it! My daughter went through the Eddie Eagle Program and I believe whole heartily in it.” The NRA Community Outreach Department would like to recognize Lt. Cobb as an outstanding volunteer!

Lt. Cobb at event with Eddie Eagle and guests.



EDDIE EAGLE WAS MADE FOR SCHOOL!

By Eddie Eagle Staff

The Eddie Eagle program takes great pride in its many partnerships with educators across the country. With three different levels of activity books from Pre-K through the fourth grade, the Eddie Eagle program materials were designed to perfectly fit into a school's curriculum. Offered for free to educators and with readily available instructor's guides online, teachers have everything they need to educate their students on how to stay safe. Thanks to local educators, hundreds of thousands of children learn how to stay safe if they encounter a firearm.

One of these educators is Orelene Rivers, a school counselor at Edisto Primary School in Cordova, SC. Students at Edisto Primary School have been lucky enough to learn Eddie Eagle's message for a decade, as Mrs. Rivers wants to make sure her students know how to stay safe if they were to come across a firearm.

"I order my materials by calling directly to the Eddie Eagle Program and they are helping my class. The materials are helping my students because they also take the materials home and share with siblings and parents" said Orelene Rivers.

These materials are also used during class. According to Orelene Rivers, "watching the Eddie Eagle video with the

Wing Team excites the students and they like the songs and answering the questions at the end of the session we do. They also love getting the activity books along with stickers."

Educators can also get the full educational experience by visiting the Eddie Eagle website EddieEagle.com. The Edisto Primary School students visit the site and love utilizing the special activities! Educators and students alike are enjoying the program, learning how to prevent firearm accidents, and promoting safety.

"I have shared Eddie Eagle with thousands of students. We have a large enrollment that averages from 600 to 800 students yearly. I do believe more people should use it and I do share with others the information to check out the program because I feel it is so useful and informative in regard to gun safety for children," said Mrs. Rivers.

Thank you to Orelene Rivers and other educators like her for their compassion, dedication, and support which will help Eddie Eagle reach, educate, and save more children!

The materials are free due to state grants from Friends of NRA through The NRA Foundation. Free materials for educators or their school can be ordered simply by emailing eddie@nrahq.org or by calling **1-800-231-0752**.





Volunteer Spotlight

EDDIE EAGLE CARES

By Eddie Eagle Staff

The Eddie Eagle Gunsafe® Program communicates with a lot of teachers and law enforcement officers, however, there is that occasion that we get to catch up with some of our volunteers! Brandy Eckroth, a Eddie Eagle volunteer, works at Prairie Patriot, a local gun club that happens to be ran by women. In Manda, North Dakota, Brandy reached out to Community Outreach, and she told us that she wanted spread Eddie Eagle's Safety message to children in the area. Brandy quickly became one of our volunteers and ordered materials to hand out to the children in her community.

So far, Brandy has taught the program several times and she has help partnering with her fellow colleagues, the local fire and police departments. Brandy holds a class every other month and promotes the classes on Social Media. Over the course of the year, Brandy has reached many children with the Eddie Eagle Gunsafe Program, and the officers teach the children who would be a safe person



to tell if they were to ever find a firearm. Brandy requires the parents stay for the class as well, "The parents love the Eddie Eagle Program, they always ask more questions after class."

Community Outreach is so lucky to have volunteers like Brandy to spread Eddie Eagle's Safety message. We're looking forward to more of Brandy's progress with reaching and educating the local children in her area.



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Eddie Eagle AND THE WING TEAM

MAKE SURE YOUR LOCAL SCHOOL GETS THEIR EDDIE EAGLE MATERIALS

Call (800) 231-0752 To Order Today!



- Materials Available:**
- Workbooks - Level 1, 2 & 3
 - Reward Stickers
 - Parent's Guide to Gun Safety
 - Message Coins
 - Animated DVDs

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Eddie Eagle Gunsafe® Program
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