



The Eagle Eye

A Publication of the Eddie Eagle Gunsafe® Program

Quarterly Newsletter

Winter 2025

Happy Holidays and Happy New Year!

The holiday season brings excitement, joy, local festivals, and time with family. It also brings visitors into our homes and travel for many to visit friends and loved ones. It is hunting season across the country. Kids are home from school and their friends are in and out of our homes. Now is a great time to share messages and reminders of safety. We know many people and organizations have questions about the Eddie Eagle message. Here are some statistics and information that may help share the message, its importance, and ways to address people's concerns.

The following statistics help show the need for teaching children what to do if they find a gun when there isn't an adult around.

- As of March 2022 about 46% of all American homes contain a firearm.
- There have been record numbers in gun sales over the last three years, estimated at about 20 million a year. Bringing the number of firearms in America to over 466 million.
- It is estimated that 1 in 5 adults in America own a firearm.

It is always the responsibility of the parent or homeowner to ensure that guns are stored safely. Eddie Eagle's materials include "A Parent's Guide to Gun Safety" which gives information on how to safely store guns to keep them inaccessible to any unauthorized users. However, children must be taught what to do if they are in a home that has not followed safety guidelines.

The Eddie Eagle program makes no judgments about firearms. No firearms are to be used in the program presentation. The Eddie Eagle mascot is prohibited from appearing where guns are present.

The only agenda the Eddie Eagle program has is to prevent accidents in children where firearms are concerned. The program does not mention the NRA. It does not display the NRA logo. It does not encourage children to buy guns, use guns or to become NRA members.

The NRA Foundation and Friends of NRA program provide grant funding for materials to schools, law enforcement, fire departments, emergency medical services, hospitals, daycare centers, churches, libraries and any other nonprofit organization. They also provide the opportunity to apply for State Fund Grants to purchase the Eddie Eagle mascot costume for law enforcement, fire departments, EMS and school administrations.

Anyone may teach Eddie Eagle. NRA membership is not a requirement. There is no certification course to take or instructor certification required. All that is required is the desire to share the message with children to prevent accidents involving firearms.

Get Your Materials!

Materials may be ordered through our [NRA Program Materials Center \(nrahq.org\)](http://NRA Program Materials Center (nrahq.org)).

Remember: Law enforcement, schools, hospitals, libraries, fire departments and other non-profit organizations may receive free materials thanks to NRA Foundation grant funds. To receive more information on receiving free materials contact our office at eddie@nrahq.org.



Ways to help kids remember the lesson

Every person who shares the simple and important message of the Eddie Eagle Program wants to prevent that next accident with a child. It's why we do what we do! We all want those kids to go home singing that song and sharing what they learned with their friends and family. For that to happen, they need to connect with the message and remember it.

Most kids remember things that are reinforced with a hands-on activity. Nothing cements a concept into their minds like a craft, song, dance, or activity to accompany it. We have all witnessed that kids love the Eddie Eagle "Stop! Don't Touch! Run Away! Tell a Grown-up!" song and dance with it. Many teachers, officers, and other volunteers have taken it a step further by including a craft or activity to their presentation. The easiest ideas are drawing or coloring a picture of the characters or writing a sentence telling something they learned. There are free coloring pages on the Eddie Eagle website (<https://www.eddieeagle.com/#/coloring-pages>). There are also numerous eagle themed crafts available, such as handprint eagles, paper bag eagle puppets, popsicle stick eagles, and so much more.

It's good to get creative! Keep the Eddie Eagle Gunsafe Program message and presentation simple and clear, but it's great to have some fun with the kids to make it memorable.

Eddie Eagle in the News

Double recognitions between CHI Health and Knox County Schools – kcps.news

Law Enforcement, Fire Departments, EMS and School Administration

Can now purchase the Eddie Eagle Mascot Costume!

You heard that right! It is no longer restricted to only law enforcement agencies! We want you to have the opportunity to boost the kids' excitement and involvement in your Eddie Eagle message.

Please reach out to us at eddie@nrahq.org for more information.