



SMOKEY BEAR

COSTUME GUIDELINES

APPEARANCES

Individuals who wear and use the costume must agree to:

- Use the costume only to further public information, education, and awareness of the prevention of human-caused wildfires.
- Do NOT speak during costumed appearances unless equipped with the currently licensed Smokey Bear voice modulator system. The accompanying uniformed agency representative should provide the conversation and explanation.
- Use of the Smokey Bear voice modulator is approved for use with the costume as appropriate. The voice modulator system is not to be used for conversation but to provide wildfire prevention information or respond to wildfire prevention questions keeping answers very short and to the point.
- Exhibit appropriate animation to be effective. Express sincerity and interest while appearing in the costume by moving paws, head, and legs.
- Appear dignified and friendly. Avoid clowning, horseplay, inappropriate dancing and gestures, etc.
- Smokey Bear should not act aggressively and should always let the public approach him first, especially small children. Smokey should let the visitor initiate a hug, paw-shake, or other greeting. Spreading his arms or extending a paw, and waiting, is a good way to let them know it's OK to be approached.
- Never be photographed in less than full costume. This includes being photographed without the head. Do not allow any photographs when getting into and out of the costume.
- Never appear in less than full costume. Remain anonymous at every appearance and in any publicity connected with an appearance.
- Use only costumes that are clean, complete, and in good condition.
- Keep costume out-of-sight before and after use.
- Always be accompanied by an appropriately uniformed escort in public appearances, except where not practical, such as on a parade float where space is limited.
- Do not use alcohol or illicit drugs prior to and during the Smokey Bear appearance. This condition applies to uniformed escorts as well.

NOTES

- There shall be at least one uniformed escort to accompany the Bear. The escort shall guide the Bear at the elbow. The escort must be knowledgeable about Smokey Bear and wildfire prevention.
- A clean, private dressing room is necessary for putting on and taking off the costume.
- After donning the costume, the escort shall inspect the suit.
- A round-point shovel is part of the Smokey Bear image. It can be used for appearances, when appropriate.
- The costume becomes hot to the wearer after a very short period. Success has been noted with the use of compartmentalized 'ice vests' and the addition of a battery-operated fan in the hat. Several cooling options are available from the costume manufacturers. Limit appearances to 15-20-minute segments to minimize personal discomfort.
- After each appearance, check the costume for needed repairs or cleaning. Note this on the outside of the storage box for immediate follow-up by the owner/manager of the costume.

CHECKLIST

- Is the drawstring tucked in?
- Are the feet fitting correctly and trouser bottoms laying correctly over feet?
- Is the zipper out of sight? Are the buttons fastened?
- Is the belt firmly fastened to the pants? Are the pant cuffs neat?
- Is the hat crown up?
- Is the head straight on the shoulders?
- Is the fur brushed generously?

Smokey





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SMOKEY BEAR CORRECTLY ATTIRED



Smokey