

# Snapshots

Successes of BLM hazardous fuels projects ...

## Movie Slides

It may be the air-conditioned theaters, or it may be a way to pass some idle summertime hours and be entertained, but the summer months are busy times at movie theaters. Packed theaters also provide a means to deliver fire education messages to a large audience. With that in mind, the BLM's Lower Snake River District has worked with Edwards Theaters to show fire prevention and education slides periodically in the 15 minutes prior to starting the movie in each of 21 theaters at the Edwards complex in Boise.

"The messages are subtle, but the images are pretty dramatic, and from the feedback we hear, the slides get people's attention and leave them thinking about it," said Holly LeFevre, fire prevention officer for the LSRD. "If even a fraction of those people turn those thoughts into action, we are all that much further ahead."

The campaign in the theaters began at the end of May and will continue into September.



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*A raging wildfire approaches a log cabin in this, one of three slides, showing before every movie in each of Edwards Complex 21 theaters. These messages will be in theaters through September.*