

National Fire Plan Wildfire Prevention and Education Project Virginia 2003



The Virginia Department of Forestry and the George Washington / Jefferson National Forest have once again collaborated on a very successful wildfire prevention and education project. Our hopes are to raise the level of awareness in wildfire prevention and mitigation, as well as to let people know that in Virginia we speak with many voices and wear many different uniforms but all promote the same consistent message.



The Avalanche team is the minor league team for the Colorado Rockies. Funded by the National Fire Plan, the Smokey Bear, USFS / VDOF billboard is in right center field and in a perfect location to get maximum exposure. Most TV coverage of the games, even the shots used during the sports portion of the newscast, show our billboard. The picture shown here was acquired from the local newspaper that used it in a recent story; it was prominently shown above the fold on the front page of the sports section.

There is no way to accurately estimate how many thousands or tens of thousands of folks have seen our message. Not only do we get exposure during the Avalanche games, but also during many other events held at the ballpark year round.

These pictures were taken at a Salem Avalanche game in Salem Virginia earlier this year.

