

State of New Mexico
Energy, Minerals and Natural Resources Department

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Come Join the Fun for Smokey Bear Days May 3-4 in Capitan, New Mexico!

Capitan, NM – Join the New Mexico State Forestry Division’s Smokey Bear Historical Park and the Smokey Bear Hometown Association in celebrating the world’s most popular symbol of wildfire prevention, Smokey Bear, during Smokey Bear Days, May 3-4, 2019 in Capitan, NM!

In 1950, a tiny bear cub was found clinging to a tree during a devastating wildfire in the Capitan Mountains. First named Hotfoot Teddy, that little cub soon became the living icon of the Smokey Bear fire prevention ad campaign that began six years earlier during World War II. Fast forward to 2019 – Smokey Bear’s name and image continue to live on and educate children and adults around the world about the dangers of unwanted, human-caused wildfires.

This year, Smokey’s hometown of Capitan, NM is going all out with celebrations for the 75th Birthday of the Smokey Bear ad campaign, and the birthday of Smokey the living icon. Smokey Bear Days is a free family event that will be jam packed with fun events, including a parade, music, dancing, firefighters challenge, chainsaw carving competition, Smokey Bear memorabilia auction and much more! It all starts at 9:00 a.m. on May 3rd and 4th, 2019.

For a complete schedule of events go to <http://www.smokeybeardays.com> or contact Smokey Bear Historical Park at 575-354-2748. Smokey Bear Historical Park will be open both days from 9:00 a.m. to 5:00 p.m. and is located in the middle of Capitan, NM at 118 Smokey Bear Blvd. (Hwy 380).

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