

State of New Mexico  
Energy, Minerals and Natural Resources Department

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**FOR IMMEDIATE RELEASE**

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**News Release**

## **Smokey Bear Days Roars into Capitan May 6th - 7th**

*Festival honors Smokey Bear, features all-ages activities and entertainment*

**Capitan, NM** – The annual birthday bash for Capitan’s hometown hero, Smokey Bear, will take place this Friday and Saturday, May 6<sup>th</sup> and 7<sup>th</sup>. Smokey Bear Days is a two-day festival of family fun and fire prevention. Now in its twelfth year, the celebration is sponsored by the New Mexico State Forestry’s Smokey Bear Historical Park and the Smokey Bear Hometown Association. A variety of activities and entertainment will be staged at Smokey Bear Historical Park and in the surrounding neighborhood. Smokey Bear Days is free and open to the public.

The weekend event honors the real-life Smokey Bear. As a cub, he was saved by firefighters during the devastating Capitan Gap Wildfire in 1950. The little black bear rose to international fame and his image has become an icon of fire prevention.

“Smokey Bear Days is an exciting celebration that brings the community together and promotes the importance of preventing wildfires” says Smokey Bear Historical Park Manager Bennie Long.

On Friday, participants will enjoy the memorabilia auction, the kids’ bicycle safety course, and engaging educational opportunities. Saturday kicks off with a pancake breakfast sponsored by the Fraternal Order of the Eagles, and includes a chainsaw carving competition, the firefighters’ challenge, a historic fashion show, and a morning parade. The evening’s festivities will include birthday cake and a street dance party featuring the music of Cowboy Mafia. Both days include additional activities and entertainment. The full roster of activities can be found at <http://www.smokeybeardays.com>.

The Smokey Bear Historical Park is located in the heart of Capitan at 118 Smokey Bear Boulevard/Highway 380. It is 20 miles east of Carrizozo, 27 miles northeast of Ruidoso, and 12 miles west of Lincoln, NM. The park will be open during Smokey Bear Days from 9 a.m. to 5 p.m.

For more information about Smokey Bear Days, please contact the Smokey Bear Historical Park at 575-354-2748 or email [smokeybear.park@state.nm.us](mailto:smokeybear.park@state.nm.us).

*The Energy, Minerals and Natural Resources Department provides resource protection and renewable energy resource development services to the public and other state agencies.*