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# Smokey The Bear

America's Most Famous Bear

[view](#)





# INTRODUCTION

CEFR Learning Goal:

Tell an interesting story from your country



Forest fires cause huge problems in America every year. Smokey the Bear was a cute mascot created to help solve the problem.

START

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# VOCABULARY

Lets check whether you know each following word.



**Educate** (verb) to teach someone, especially using the formal system of school, college, or university

**Slogan** (noun) a short phrase that is used to remember and is used to make people notice something

**Message** (noun) the most important idea of a film, book, etc.

**Trapped** (verb) if someone or something is trapped, they cannot move or escape from a place or situation

**Paw** (noun) the foot of a certain animal such as cats and dogs

**Assisted** (verb) help

# Vocabulary



# Smokey Bear Helping to Stop Fires

The United States Forest Service created a **mascot** to **educate** people about the dangers of forest fires. The United States Forest service called him Smokey the Bear, or Smokey. They created Smokey Bears' **slogan**, "Remember, Only YOU Can Prevent Forest Fires in 1947". They changed the **message** in April 2001 to "Only You Can Prevent Wildfires". 95% of Adults, and 77 % of children recognize his message. Smokey became so famous that when a real bear was rescued from a forest fire once, his rescuers later called him the living version of the mascot.





# DISCUSSION

Are animals often used as mascots in your country?

Do you like it when they give animals human characteristics or turn  
them into cartoons?

# Living Symbol of Smokey

In 1950, a huge wildfire burned for over ten days in the state of New Mexico. The fire destroyed many homes, and even killed 22 people. The fire **trapped** a tiny bear during its most dangerous days. The bear climbed a tree to get away from the fire. The bear got very lucky. Even though his **paws** and back legs had already been burned, some soldiers from Texas who had come to fight the fire found him and rescued him. They weren't sure what to do with the bear at first. The soldiers first named the rescued bear "Hotfoot Teddy." Later, they renamed him Smokey after the famous mascot. Government workers **assisted** Smokey and helped him to get better again. He quickly became a celebrity after that. They flew Smokey in an airplane to the National Zoo in Washington, D.C. Several hundred people welcomed his arrival at the zoo.







## DISCUSSION

Do you have famous animals at your local zoo?

Do rescued animals become popular zoo attractions later?

## REVIEW DISCUSSION

Have you heard of Smokey the Bear or another kind of mascot? Is there a famous mascot in your country to help with safety? Do you think they are effective to help teach people about safety?





# SPEAKING TASK

Tell us about a mascot from your country.

What is it for and what does it mean?

When was it created, do you know who created it?



# ASSESSMENT

Complete the sentences using the vocabulary words

from this lesson:



**paw / trapped / educate / slogan / message / assist**

1. This bag is very heavy. Can you please \_\_\_\_ me? Thanks!
2. Nike has a great \_\_\_\_." Just do it!"
3. Many people don't know about the shortage of water. We need to \_\_\_\_ them.
4. Yesterday, it was snowing, and very cold. I didn't want to go anywhere. I felt like I was \_\_\_\_ in my house for a long time.
5. Today, my dog can't walk. His \_\_\_\_ is hurting him.
6. The \_\_\_\_\_ of the story wasn't very clear.



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# Thank you !

