

CATCHING UP WITH  
**America's Favorite Bear**

Smokey reflects on becoming a “modern” bear, why he’ll never need a yacht, and how a little jar of honey can go a long way.

**What is your idea of perfect happiness?** A day fishing in the outdoors, followed by a nap under a shady, towering oak tree, hat over my eyes, no wildfires to worry about.

**What is your greatest fear?** I just got a publicist, and he tells me to make sure that my message doesn’t get lost in today’s climate of media oversaturation. And I really don’t like bees.

**Which living person do you admire the most?**

Those who really embrace the cause of preventing wildfires—you’ll find them clutching a “Golden Smokey Award.”

**What is the trait you most deplore in others?**

Callous disregard for our forests and wildlands.

**What is your greatest extravagance?** A friend of mine gave me this amazing jar of honey from Paris—I only open it once a year on my birthday.

**What is your favorite journey?**

Spending time in any forest or wildland, anytime, anywhere. Give me some grass beneath my feet, trees above my head and I’m in heaven.

**On what occasion do you lie?** The only lying I do involves hibernation.

**Which living person do you most despise?** Despise is a strong word—but when it comes to anyone who is careless with fire, let’s just say you don’t want to see me angry—I’m a Black Bear, not a teddy bear, remember?

**What or who is the greatest love of your life?** The amazing wilderness that I am so lucky to call home, followed closely by a “special” lady bear in the Yellowstone area.

**What do you consider your greatest achievement?** 60+ years of preventing wildfires, but I’m just getting started.

**Who is your favorite hero of fiction?** I know it’s ironic—but I love Goldilocks.

**When and where were you happiest?** Funny story—there’s talk of a “Smokey” movie, so I was in Cannes, taking some meetings during the film festival—60-foot yachts, parties everywhere, fame and fortune beckoning, and all I could think about was getting back to the outdoors. So there you have it.

**What do you most dislike about your appearance?**

I come off as this cuddly, sweet, fuzzy bear—but I have sharp teeth, and big claws—not that I would use them, but if people thought about ending up on the wrong side of them, maybe they’d be less careless in the outdoors. Other than that, I guess I could probably use a new pair of jeans.

**If you were to die and come back as one thing, what would it be?**

There’s no one I would rather be. But Jack Nicholson comes close. That guy can tell some stories.

**What is your most treasured possession?** I’d be nothing without my hat.

**If you could change one thing about yourself, what would it be?**

I’m doing that even as we speak. Most people think of me as old school—but I’m catching up with the times. Two years ago, I would have thought the Internet was a way to catch salmon—now I’m working on a MySpace page and a daily blog.

**What is your most marked characteristic?** I always say it’s my fur—but then again, how many bears have a motto?

**What do you most value in your friends?** Honesty. Integrity. And a willingness to share food.

**Who are your heroes in real life?** The men and women who put their lives on the line to prevent the spread of wildfires.

**What is it that you most dislike?** Wildfires! Boy, these questions are too easy.



SMOKEYBEAR.COM



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4/28/08	PCHO-SMKY-P2593	Ad Council - Smokey Bear	"Get Your Smokey On" Print	4c Profile Ad	#0				
TYPE/IMAGE LIVE		TRIM	BLEED	NOTES	BUILT AT	PRINTED AT			
N/A		7.0" x 10.0"	N/A		100%	100%			
SA	SM	TM	PR	CD	CD	CCO	AE	AS	CLIENT
MM/JM	J. Mcilvaine	L. Schnitzer	K. Gonzalez	S. Murray	D. Neri	C. D'Amico	V. Schinke	H. Hamer	AC

**DRAFTFCB**