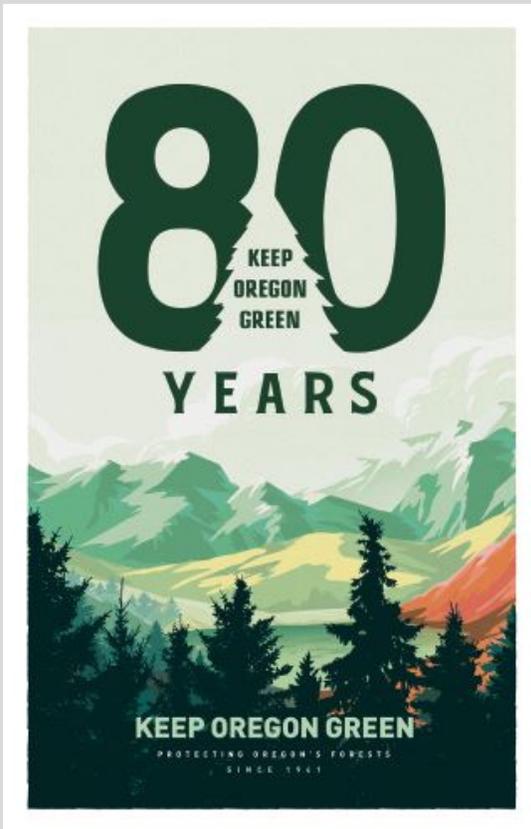


# #OregonOurOregon

## KEEP OREGON GREEN



### A SUMMER TO REMEMBER

While still reeling from the 2020 Labor Day fire devastation, the 2021 fire season was poised to be one of the most active to date due to record-breaking heat and prolonged drought. Oregon's tinder dry landscape was ripe for any errant or careless spark, and that led to an above-average number of human-caused wildfires even before fire season began. All eyes were on September-- the peak month when Oregon experiences erratic easterly winds and heavy fire activity, whether natural or human-caused. Fortunately, it wasn't a repeat of 2020. The inner pages provide a glimpse of Keep Oregon Green's latest work to expand partnerships, reach more people and prevent careless wildfires.



*While lightning-caused, the Bootleg Fire showed just how volatile the heavy fuels were. The fire was torching whole stands of trees at once and generating its own weather, including lightning. Flames stretched beyond firebreaks, surprising firefighters with years of experience. This fire was a harbinger of the sustained summer battle that lie ahead.*



## KOG AND CHIEF METEOROLOGISTS

Pew research found that television remains the favorite source for local news, with local TV on par with or outpacing cable and network TV. Weather is the highest-watched segment among all topics (70%). KOG sponsored weather segments all summer long on the major news stations in the valley, southern and central Oregon. Our logo was also used in conjunction with fire weather updates and alerts. A sample of these spots can be viewed on our YouTube channel.

## UNIQUE PARTNERSHIPS

Following the Labor Day fires, Baerlic Brewing contacted KOG to partner on a fundraiser IPA, similar to Sierra Nevada's Resilience Ale that helped fund community recovery following the 2018 Camp Fire. Economically speaking, this was a challenging endeavor during a pandemic, but Baerlic was able to donate 100% of the profits. KOG received twenty percent for wildfire prevention education and the rest was donated to post-fire community recovery and relief via the Oregon Community Foundation.



Wolves and People Farmhouse Brewery followed suit, and both of these IPA's sold out in weeks.

Woolly Made Leather Goods also created a special set of Keep Oregon Green leather products, with a portion of proceeds benefiting wildfire recovery. We thank these businesses for their thoughtfulness and generosity, and for helping us prevent the next wildfire.



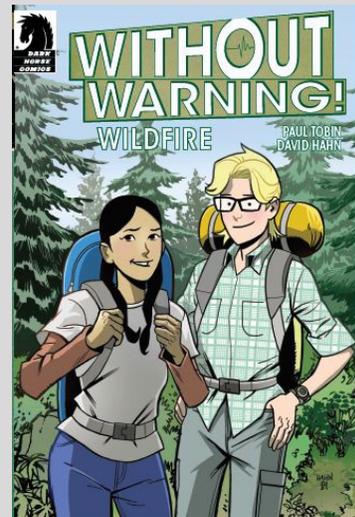


## REACHING THE MASSES

Portland is the most populous city in Oregon, and its residents visit other areas of the state for tourism and recreation opportunities. Thanks to a generous grant from the Oregon Forest Resources Institute, KOG worked with Intersection to wrap two TriMet MAX trains, and use their buses, bus stops and bus benches to help spread the prevention message throughout the Portland-metro area. We also teamed up with Portland Timbers' Timber Joey to create a commercial about equipment fires. And, in partnership with the Thorns, every goal scored helped plant new seedlings in wildfire-ravaged areas.

## WITHOUT WARNING- WILDFIRE

Without Warning is an educational and entertaining comic book series produced by Darkhorse Comics and the Oregon Office of Emergency Management (OEM). Chemeketa Community College teamed up with OEM, the Oregon Dept. of Forestry, and Keep Oregon Green to create a comic book about wildfire prevention. The comic book will be available in November. KOG has pre-ordered 5,000 copies for distribution and it will be printed in English and Spanish. The characters from this book will become a web-based educational program available on KOG's website in the near future.



## KOG BILLBOARD CONTEST

On June 1, KOG launched a statewide billboard poster contest. Open to all ages, the public was asked to be a part of the prevention solution by submitting original artwork. The contest wrapped on August 9, and first-place art from each of the three age divisions will be displayed during the 2022 campaign season.

## **MORE WORK TO BE DONE:**

We have accomplished so much this year, but the number of human-caused fires on the landscape shows that there is much more work to be done. We want Keep Oregon Green to be the popular household slogan it was in the 1940's, 50's and 60's. We work to ensure those three words are always connected to wildfire prevention and nothing else. Our work will never end as successive generations of Oregonians, tourists, and transplants continue to flock to and recreate in our natural areas or find a permanent home here.

While the new license plate funds cover the cost of prevention outreach, basic costs for running the business must come from other sources. Your support sustains this organization and takes our program to the next level of excellence. Every gift, no matter the size, has an impact on the development of future projects and educational efforts.

The current state of our drought-impacted landscapes means that we all have a part to play in the prevention of human-caused wildfires. We hope that by sharing examples of our outreach efforts here, you see the value of our work and the need to continue to defend Oregon from careless and unwanted wildfires.

A fire prevented is a fire that does not need to be put out. That saves lives, property, natural resources and skyrocketing suppression costs. As 2021 comes to a close, please consider making a year-end contribution to Keep Oregon Green. Every acre counts. Thank you!

**Together we can reduce the number of human-caused wildfires  
in Oregon through awareness and education.**



**# OREGON, OUR OREGON**