



Woody Owl Licensing

www.WoodyOwlProducts.com



Woody Owl's Mission

Woody Owl wants you to discover the outdoors and keep America clean! Woody Owl is America's only icon for the conservation of the environment. His message is iconic "**Give a Hoot. Don't Pollute.**" and "**Lend a Hand. Care for the Land.**" resonate across generations.

Woody Owl Is Accepting New Licensees!

- Must be U.S. company (or U.S. office) or U.S. citizen and in good standing with the Government
- No exclusivity in any product or territory
- Applications available on program website

Woody Owl

- National symbol for environmental conservation
- Elected to the Madison Avenue Walk of Fame in 2016.
- Woody Owl dates to 1974 (over 43 years!)
- The character, likeness, image and sayings are protected by Public Law under 16 U.S.C. 580 p - 4 and 18 U.S.C. 711a
- Woody Owl is in the woods and in the neighborhoods (city and rural).
- Woody Owl is bilingual, with a strong Spanish-speaking following.



Contact The Metis Group at
202.822.5080 and

WoodyOwl@TheMetisGroup.com



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Woodsy Owl Program Highlights

- Woodsy Owl was inducted into the Madison Avenue Walk of Fame in 2016. He is forever recognized by the advertising industry as a top brand mascot.
- Woodsy Owl is visible and active on social media with a presence on Facebook (9,900 page likes) and Twitter (8,750 followers).
- His social responsibility message of environmental conservation is trendy and in the forefront of American culture. Youth and tweens have embraced his focus on recycling and repurposing as part of their social awareness.
- Woodsy Owl is bilingual, with materials and outreach in English and Spanish. He appeared on Telemundo and Mundo Hispanico.
- Woodsy Owl is promoting environment conservation in the urban setting as well as in non-urban areas. His message resonates in both settings, with programs at parks and in cities nationwide. Woodsy reaches approximately 3 million school aged children each year through outreach.
- He has a long-standing relationship with the White House Easter Egg Roll.
- He is involved with the Junior Forest Rangers.
- He is involved with the National Garden Club's poster contest each year, featuring both Woodsy and Smokey.
- The Woodsy Owl parade balloon is under construction and being booked at parades nationwide.
- Woodsy Owl videos and television shows are in development and production. Woodsy will appear in a weekly children's television show as a guest contributor and will appear online in public service announcements distributed by the television show.
- Products are sold everywhere through every channel: National retailers, such as Target, Old Navy, Gap, Kohl's, Sears, Wal-Mart and Forever21; recreational and outdoor stores; and at Forests, Parks and other tourist attractions.
- Woodsy Owl is relevant in popular culture, being spoofed on comedy shows.



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