



Thank you for downloading our example text for Don't Move Firewood related messages. The examples below are simply to help you think about how to best phrase your own customized message on the issue of forest pests moved via the firewood pathway. You are free to use them in any educational effort, and any changes that honor the intent of the Don't Move Firewood campaign are permissible without first contacting the campaign manager. **Please note that using any Don't Move Firewood related images, concepts, or text in an explicit or implied endorsement of a for-profit company or product is not permitted.**

Short Length Examples

Audience: Average person on the street

Did you know that the movement of invasive insects and diseases on firewood is destroying trees in urban, suburban and forest areas? Learn how to help by visiting <http://www.dontmovefirewood.org>

Audience: Casual, youthful

Did you know little green aliens are invading our neighborhoods, parks, and campgrounds? Keep invasive insects and diseases – whether they are green, black, or brown- away from your favorite places by purchasing firewood at or near your favorite campgrounds. Check out www.dontmovefirewood.org to learn more.

Audience: Science or related industry groups

The transportation of firewood infested with invasive insects is the leading anthropogenic cause of new infestations of forest pests. Learn more at www.dontmovefirewood.org

Audience: Campers and RVs

Planning the perfect getaway? Call ahead to buy firewood when you get there, or gather your firewood on site when permitted. Learn more at www.dontmovefirewood.org

(see next page)

Medium Length Examples

Audience: Average person on the street

Did you know that the movement of invasive insects and diseases on firewood is destroying trees? These bugs can hitchhike hundreds of miles on firewood, causing devastating infestations in urban, suburban and natural forests. Places like your favorite campsite, your neighborhood, and national parks are at risk. Learn how to help prevent the spread of invasive forest pests by visiting www.dontmovefirewood.org

Audience: “Outdoorsy” oriented public

Our forests are threatened by invasive tree-killing insects and diseases that can hitchhike on firewood. Pests like the emerald ash borer, gypsy moth, and Asian longhorned beetle don’t move far on their own – but in a bundle of contaminated firewood taken on a camping trip, they can travel hundreds of miles in a single day. Once transported to uninfested areas, these insects and diseases can emerge and start a new damaging outbreak. Protect your favorite places- buy it where you burn it. Learn more at www.dontmovefirewood.org

Audience: Science or related industry groups

The long distance movement of firewood infested with invasive forest insects and diseases is the leading cause of new forest pest infestations. Outbreaks are often found adjacent to campgrounds and parks- the result of ordinary people taking firewood while on a camping trip. You can download engaging videos, use our Firewood Toolbox to download educational materials, and learn more about preventing the movement of pests by visiting www.dontmovefirewood.org

Audience: City Residents

The trees that line city streets provide shade, quiet, and beauty to your neighborhood. By learning how to recognize the signs of tree killing pests, and always buying locally sourced firewood for your home or campsite, you can help protect the trees you love. Learn more about the threats of insects and diseases to your neighborhood trees by visiting www.dontmovefirewood.org

For more information and lots more ideas, please visit the Don’t Move Firewood Frequently Asked Questions page at www.dontmovefirewood.org/the-problem/firewood-FAQs.html or our Toolbox (for posters, handouts, and more) at www.dontmovefirewood.org/toolbox

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