

## Press Release

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### **“Wally the Woodchuck” Helps USACE Promote UXO Safety at Dolly Sods, WV with New Trails Map**

HUNTINGTON, WV---The U.S Army Corps of Engineers (USACE) has created the first new trails map of the Dolly Sods Area in many decades. Its purpose is to make the area more enjoyable and safer for visitors by highlighting the trails that have been cleared of unexploded ordnance (UXO).

“Wally the Woodchuck” is an animated cartoon spokesperson created to teach the public about UXO-related risks. “Wally the Woodchuck,” communicates the “3 Important Rules of UXO Safety”: Spot, Walk Away, and Call; in a video, a kids’ animated presentation, children and adult brochures, and other training tools. All of these educational tools are being made available to the public via a Web site that will host all of these downloadable educational tools. The new site will be promoted to visitors of the area, first responders, teachers, local authorities, and the media in the summer 2005. The campaign was created by S&C Advertising & Public Relations, San Antonio, TX.

During World War II, the Dolly Sods Region (DSR) of West Virginia was used for military maneuver exercises and artillery/mortar practice, which led to unexploded ordnance (UXO) contamination. Today, the remoteness and scenic qualities of the DSR attract up to 76,000 visitors annually. Previous remedial actions were conducted by USACE, and have

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significantly reduced the amount of UXO posing a hazard in the most widely used areas of the DSR. However, previous removals could not, and were not expected to reduce ordnance-related risk to zero due to environmental damage, cost, and technology limitations. To manage remaining risk without scaring the public to the point that they are afraid to enjoy the land for its intended uses, an innovative public awareness and education program has been developed, and is currently being implemented in the DSR.

Very soon, the general public will be able to download the new map from their computers. Free maps are available from the Forest Service in the Grant, Tucker and Randolph counties, Seneca Rocks Visitors Center and Cranberry Mountain Nature Center.

For additional information, contact Richard Meadows, Project Manager, 304-399-5388 or Earline Lagueruela, S&C Advertising & Public Relations, 210-614-7000, ext. 305 or 210-634-0375 (cell).

To learn more about Dolly Sods

Visit: <http://www.lrh.usace.army.mil/projects/current/derp-fuds/wvma/index.cfm?>

To see the Web site prototype, visit [www.scpr.com/dollysods/home.htm](http://www.scpr.com/dollysods/home.htm)

To learn more about S&C Advertising & Public Relations visit [www.scpr.com](http://www.scpr.com)

Founded in 1976, S&C is a national communications firm with extensive environmental experience and public awareness campaigns.

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