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COMMISSIONER OF PUBLIC LANDS

HB TBD | SB TBD

- Establishes a Smokey Bear License Plate
- Washington will be fourth (New Mexico, Oregon, and Texas) with a Smokey Bear state license plate
- All revenue goes to wildfire prevention
- First DNR-sponsored license plate

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# Smokey Bear License Plate\*



## Why a Smokey Bear License Plate?

Since 1944, Smokey Bear has been the face of wildfire prevention around the world. Putting his image on vehicles across Washington will increase wildfire awareness by reminding everyone in the state that only they can prevent wildfires.

A Smokey Bear license plate will let people show their support for firefighters while supporting DNR's efforts to reduce the number of wildfires started by humans every year. The presence of Smokey Bear in the license plate will also help raise public awareness of wildfire prevention, ensuring the safety of our neighbors. Learn more about Smokey Bear at [smokeybear.com](https://smokeybear.com).

## When Will They be Available?

Under this bill, the public could start purchasing license plates in October 2025 for any vehicle required to have a license plate.

## What Will They Cost?

This specialty license plate will cost \$40 for the initial plate and \$30 for renewal of a plate, and these costs are in addition to any vehicle registration fees and costs required by law. This will be DNR's first license plate and the state's only license plate for wildfire prevention.

DNR is the state's primary wildfire fighting force and responds every year to fires that threaten communities, natural lands and homes.

To sign the petition showing support for DNR's Smokey Bear license plate, please visit: [I want a Smokey Bear License Plate](#).

\*This design is not final and could change, and it is subject to federal approval.