

# POPE & YOUNG CLUB DECLARES WAR ON TREE STAND ACCIDENTS

**More hunters are killed or seriously injured from tree stand accidents than from accidental shootings in the field.**

Tree stand accidents are a serious problem within the bowhunting community. The Pope & Young Club is teaming up with the National Bowhunter Education Foundation (NBEF) and a host of industry and agency partners to wage war on tree stand accidents. A massive education campaign is being launched to reduce tree stand accidents and deaths. The campaign dubbed Project STAND ( Stop Tree Stand Accidents 'N Deaths) will be conducted over a 3 year time period and is designed to significantly reduce the number of injuries and deaths associated with tree stand accidents.

The public face of Project STAND is a bright yellow and black "caution" sign which graphically reminds hunters of the dangers of hunting from a tree stand. It also offers a solution - "HUNT SMART/ HUNT SAFE".

The sign will appear in magazine ads, on websites and TV and be widely utilized in hunter ed and bowhunter ed classes. It will appear on hunting gear and clothing and will be stuck on bow limbs and rifle receivers as a constant reminder of the danger that tree stand hunting presents. The sign will be backed up by new and improved breakthroughs in tree stand safety information and education.

Every member of Pope & Young knows someone who has fallen and been seriously injured — or worse. The leadership of Pope & Young has committed funds to support the effort and has generously made space available in their newsletter to promote safe tree stand hunting. They are also encouraging the membership to promote safe tree stand hunting practices through Project STAND.

NATIONAL BOWHUNTER EDUCATION FOUNDATION  
**PROJECT STAND**  
STOP TREE STAND ACCIDENTS 'N DEATHS

Studies show only 50% of tree stand hunters wear a safety harness. Many wear outdated safety "belts" which have been shown to cause serious injury and even death. Studies indicate that between 10-30% of all tree stand users will fall sometime in their hunting careers; many more will experience a "near miss". Even so, most hunters embrace the "it can't happen to me" attitude which almost guarantees that an incident will happen to them.

Project STAND will change all this by the year 2012. It's broad reaching, hard hitting, tree stand safety education campaign will show 15 million hunters how to prevent tree stand accidents by "hunting smart and hunting safe".

Pope & Young members are being encouraged to sticker their bows with the "HUNT SMART/ HUNT SAFE" caution sign as a sign of support of Project STAND and to renew their personal commitment to tree stand safety. They are invited to participate in one of the many tree stand safety short courses to be offered by the NBEF to upgrade their tree stand safety information and to renew their commitment to safe responsible bowhunting. Those who can teach are being asked to become tree stand safety instructors and those who can give are encouraged to contribute to the cause.

Every member of Pope & Young knows of someone who has been seriously injured or even killed in a tree stand accident. The entire bowhunting community is affected when a bowhunter loses his life or the use of his limbs to a tree stand mishap. We are saddened by the personal tragedy and concerned about our collective image as bowhunters. The Pope & Young membership is not going to sit by idly and allow this problem to continue.

**Go to [www.nbef.org](http://www.nbef.org) to learn how you can do your part or call 479-649-9036.**

