

# News Release

National Interagency Fire Center  
3833 S. Development Ave.  
Boise, ID 83705

<http://www.nifc.gov>



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**Contact:** Jennifer Myslivy 208-387-5455 [jmyslivy@blm.gov](mailto:jmyslivy@blm.gov)

Kelsey Griffiee 775-386-7430 [kgriffiee@blm.gov](mailto:kgriffiee@blm.gov)

## **BLM and Maverik Partner to Reduce Human-Caused Wildfires** *Spark Safety, not Wildfires!*

**Boise, Idaho** - Humans cause an average of 80% of all wildland fires on Bureau of Land Management (BLM) public lands. Wildfires threaten people, homes, and precious natural resources. Firefighters risk their lives to protect our communities and suppress these preventable incidents. In an effort to end these damaging human-caused wildfires, the BLM has partnered with Maverik — Adventure’s First Stop, a convenience store brand operating 382 locations across 12 western states, to educate the public about how they can avoid starting these incidents.

“We’ve found that many wildfires started by trailer chains, ATVs and other recreation activities can be prevented with just a few simple precautions, and people can learn about them as they are preparing to recreate on public lands,” says **BLM Nevada State Director Jon Raby**. “The BLM created this partnership with Maverik because their gas stations are a frequent stop before people head out to recreate throughout the West.”

The partnership begins this May to coincide with Wildfire Awareness Month. It focuses on providing simple, yet effective education tools for public lands users, which they’ll see right before departing for their next public lands adventure at Maverik stores. Public service announcements will be playing on gas pumps and monitors inside Maverik locations encouraging everyone to recreate safely and responsibly. Additionally, for patrons purchasing a firewood bundle, a set of campfire safety tips will be included.

“With 11 million inside transactions a month and nearly 7 million at our fuel pumps, we’re sure to reach millions of customers with our Spark Safety, Not Wildfires message as they’re heading out on their next favorite adventure,” said Chuck Maggelet, President and Chief Adventure Guide at Maverik. “As Adventure’s First Stop, Maverik focuses on encouraging healthy outdoor activities and there’s no better way to do that than protecting our precious lands.”

During the next three years, the Spark Safety, Not Wildfires campaign will focus on the most frequent human-caused wildfire ignitions and how they can be prevented. Our goal is to reduce the number of these costly disasters by creating a better informed and safer community for all. Each of us can do our



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part to prevent wildfires and ensure that we do not become the next fire start statistic. Stay tuned for these fun but informative PSAs to arrive at a Maverik store near you!

***High resolution videos and graphics of the Spark Safety, not Wildfires! fire prevention awareness message and store photos to accompany any stories can be downloaded here: <https://we.tl/t-DDmOCMIcxH> (this link will expire on May 09, 2022).***

Follow BLM Fire: [BLM Fire Facebook](#) | [BLM Fire Twitter](#) | [BLM Fire Instagram](#)

Follow Maverik — Adventure's First Stop: [Maverik Facebook](#) | [Maverik Twitter](#) | [Maverik Instagram](#)

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## **About the Bureau of Land Management**

*The BLM manages more than 245 million acres of public land located primarily in 12 western states, including Alaska, on behalf of the American people. The BLM also administers 700 million acres of sub-surface mineral estate throughout the nation. Our mission is to sustain the health, diversity, and productivity of America's public lands for the use and enjoyment of present and future generations.*

## **About Maverik Adventure's First Stop**

*Maverik — Adventure's First Stop fuels adventures in more than 380+ locations and growing across 12 western states, making it the largest independent fuel marketer in the Intermountain West. Locations include Arizona, California, Colorado, Idaho, New Mexico, Nebraska, Nevada, Oregon, South Dakota, Utah, Washington, and Wyoming.*

## **About the National Interagency Fire Center**

*The National Interagency Fire Center (NIFC), located in Boise, Idaho, is the nation's support center for wildland firefighting. Eight different agencies and organizations are part of NIFC including, the Bureau of Land Management, Bureau of Indian Affairs, U.S. Fish and Wildlife Service, National Park Service, U.S. Forest Service, National Weather Service, U.S. Fire Administration, and the National Association of State Foresters.*

