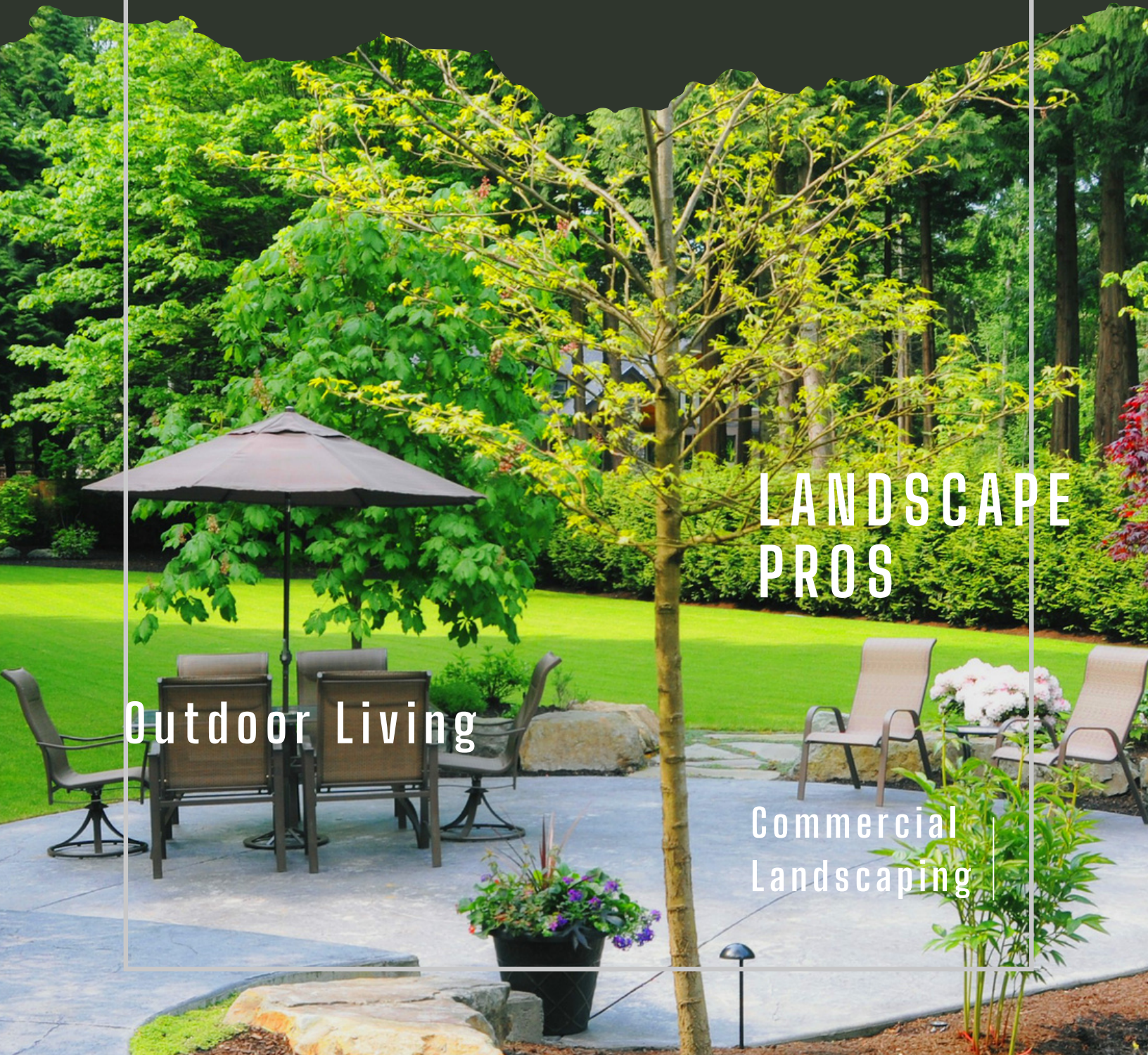


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An aerial night view of a city, likely Reno, with glowing blue network lines connecting various points across the urban landscape. The sky is a deep blue with some clouds near the horizon.

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ADVENTURE'S FIRST STOP

MAVERIK



Fire Prevention Begins at the Pump: BLM and Maverik–Adventure' First Stop Stores Team Up in an Effort to Prevent Wildfires

by Daena Smith

Wildfires have ravaged our public lands. The ground has been left bare to absorb the sun's heat and winter's chill. The fires that have created an impoverished wilderness landscape, blackened and scarred by heat and flames, have come from multiple years of devastatingly large fires both in Nevada and in California, as well as across the Western United States.

Though this devastation has created strong memories of sorrow and helplessness, we can remember that nature doesn't run on a human time clock. She has her own way of taking care of the land and animals that belong to her, which is a strong reminder that we too have a serious obligation to our public lands and to each other.

According to the National Interagency Fire Center, "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."

People play a very big role in preventing wildfires, including the catastrophic fires that have decimated our forests for the past several years. If we want our public lands to remain the enchanting places we rely on to escape the bustle of the city, then we must be more proactive in the role that we play in preventing wildfires.

In the spirit of teamwork, business, state, and local agencies are uniting as a forefront to combat fire season with messaging at the pump, on social media, and anywhere else a spark can be found.

MAVERIK JOINS BUREAU OF LAND MANAGEMENT NEVADA (BLM)



In May of 2022, Nevada-Bureau of Land Management announced a partnership with Maverik-Adventure's First Stop, an adventure-themed convenience store brand, at the Maverik located at 11795 Veterans Pkwy, Reno, NV 89521.

In a team effort, BLM and Maverik have created videos shown at the pump, in-store, as well as sharing social media messages that encourage and reinforce fire safety and fire prevention when driving and while being out on public lands.

Partnering with Maverik made a lot of sense for BLM. They have nearly 400 locations in 12 western states: Arizona, California, Colorado, Idaho, Nebraska, Nevada, New Mexico, Oregon, South Dakota, Utah, Washington, and Wyoming. Maverik fuel pumps display videos, making it an easy and effective means to consistently reinforce fire prevention and safety.

Chuck Maggelet, Chief Adventure Guide of Maverik, explains how Maverik became involved. "BLM called us to explore the fire-prevention awareness concept, and Maverik thought it was a great idea. It was a joint effort developing the videos, the messaging, and the public service announcements."

"I'm so very proud of how all of this came together. The videos shown at Maverik pumps, inside our stores, along with the public service announcements and social media messages tells a story, or teaches a lesson that helps the public reduce the fire danger that we all will suffer from because this is going to be a very dry long summer," states Chuck Maggelet.

THE RULES

- Don't use fireworks on public lands because it is illegal.
- When you're shooting on public lands make sure to shoot in an area where there is no to low vegetation.
- When parking off road, park where you won't start a fire.

FIRE CHIEF FOR RENO FIRE DEPARTMENT

On that brisk day in May, when BLM and Maverik came together at the Maverik station on Veterans Parkway to announce the joint effort, Reno's Fire Chief, Dave Cochran was also there to support the partnership.

Fire Chief Cochran shares, "What we are here today to talk about is wildfire safety. When we talk about fire safety, it is a collaborative effort. We have BLM partnering with Maverik. We also have the Reno Fire Department and all the departments in the region joining the effort."

"These fires create a significant impact," explains Fire Chief Cochran. "When you get these big wildfires, there's no one department, not even BLM is large enough to handle them on their own, and neither are we. Reno is the biggest fire department in northern Nevada, but big as we are, we need help."

All of the agencies share the same sentiment: The best way to fight a fire is with prevention. The best way to put a fire out is to make sure one doesn't start.

**REMEMBER SMOKEY BEAR,
"ONLY YOU CAN PREVENT
WILDFIRES."**

Having help from other agencies is necessary when a fire breaks out on our public lands. Having help from the public is just as important, if not significantly more so because most fires are due to human error. With the long-standing drought that many western states have faced, our firefighters and our public lands need the public to remain vigilant and focused on fire prevention.

BLM, Maverik, and the Reno Fire Department are all asking us to do our part. We must take fire prevention as seriously as we take everything else deemed reckless and irresponsible. When we do, we will gain traction in helping our forests come back to the lush green that so many of us depend on and appreciate.

For more information about how you can prevent wildfires, check out BLM's website blm.gov for programs on fire safety. You can also stop in at Maverik to fuel up the tank on your next outing and watch a video on fire prevention.



Photography: Jacob Chadwick



www.blm.gov

www.maverik.com

BLM'S MESSAGE

Kelsey Griffiee, BLM Nevada Fire Prevention & Mitigation State Lead shares, "Teaming up with Maverik has been years in the making. The majority of wildfires are human caused. Roadside fires are the number one cause of wildfires across the West and in Nevada. We knew we needed to speak directly to the public, so we decided to speak to them at the gas pump."

Sharing the message on multiple media venues not only expands the breadth of the audience, it also is a great way to build a more intimate connection with them.

"Videos playing at the pump have a captive audience," continues Kelsey. "We are asking that while everyone stops to fuel up, do a walk around your vehicle, checking anything hanging down. Or, if you're pulling a trailer, check that the chains are not dragging. We want everyone to be safe as they head out on their next adventure."

Paul Petersen, State Fire Management Officer (FMO) for BLM, is responsible for overall fire prevention, suppression, preparedness, and hazard skills reduction for BLM land in the state of Nevada. He shares, "For the first year, we shot videos that will be on the pumps and in the stores. On firewood bundles, there's fire prevention messaging. As we go into subsequent years, we are going to update those videos, as well as continue to develop additional materials to give out at stores to encourage people to be safer."

BLM FMO Petersen continues, "We encourage everybody to recreate safely. We understand that people are trying to go further and further into the wild."

Going farther into the wild demands more responsibility. BLM FMO Petersen is not only concerned about the damage done to public lands, but also about the individuals whose lives are put on the line every fire season, the firefighters themselves.

"The safest fire is the one we don't have to fight. When we reduce fires, it makes the work of all firefighters a lot easier," shares BLM FMO Petersen.



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If you don't know the team at LT Automotive, call the office and ask for one of John's or Tonya to inquire about their services. The staff are the reason so many customers trust LT Automotive to work on their car, truck, or RV.

Catching up with Mark in April, the beginning of our Nevada spring, Mark explained why spring is the "check-up" season for vehicles.

"We're moving from winter to summer, which means that our cars have to work even harder in the heat," explained Mark. "Running the air conditioning in a vehicle creates even more friction in the summer because there's no cold air outside to keep the engine cool too, which adds more wear and tear to engine components."

"It's really important to check your vehicles, especially motorhomes (RVs) before heading out on that summer road trip," Mark explained. "Oil changes, fluid checks, belts, plus brake checks allow for worry free travelling. No one wants to be stuck at Bordertown for hours waiting on repairs to their RV or vehicle."

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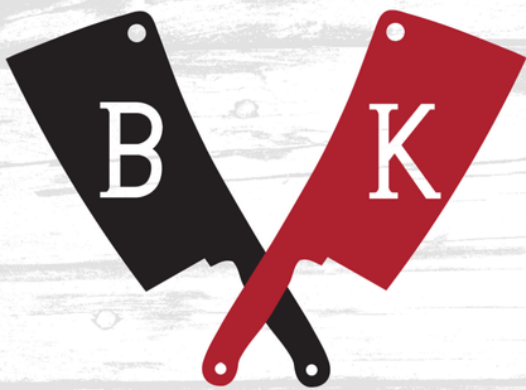
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