

DEPARTMENT of the INTERIOR

news release

FISH AND WILDLIFE SERVICE

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NEW EMBLEM ADOPTED BY U.S. FISH AND WILDLIFE SERVICE

A symbolic new emblem portraying the broadened stewardship of Interior's United States Fish and Wildlife Service and reflecting its recent name change has been adopted for official use, Director Lynn A. Greenwalt announced today.

Effective July 1, the Bureau of Sport Fisheries and Wildlife was renamed the United States Fish and Wildlife Service by an Act of Congress.

"Our primary mission as reflected in our new name concerns the welfare of America's fish and wildlife resources," Greenwalt said. Our determination to meet this challenge is expressed on our new emblem by a stylistic mallard and salmon whose very designs signify our modern concepts of professional wildlife management in which we recognize total ecosystems as the starting point for management decisions."

The circular emblem features a leaping fish and a mallard on the wing against a landscape of a lake, river, and mountains lighted by a rising sun.

The sparkling waters of the lake and river and the ascending mountain peaks represent both the Fish and Wildlife Service's new responsibilities for biological monitoring of aquatic, estuarine, and upland ecosystems, and its involvement in this Nation's total wildlife environment from lake to mountaintop.

The rising sun depicts a new era in which fuller attention must be given to the interrelationship and interdependence of man, plant, and animal--for the unwarranted demise of one living thing affects all living things.

Lastly, a combination of deep blue tones and of the soft golden hues that burnish the emblem implies the thoughtfulness that must prevail in all wildlife management decisions--for man's touch upon nature must be gentle and sure so that future generations may enjoy their rightful heritage of the wild and the natural.

