Visitors are discouraged from interacting with wild horses and burros roaming the Southern Nevada Herd Management Area, and fines are often levied for feeding them along the road. Because strong wild animals, encounters with them on the road or on the trail brings significant risks of injury to visitors and encourages the animals to seek humans out for food and support.

Enter Jackson the Red Rock Canyon Burro! Adopted in 2012, Jackson is a mascot for BLM’s Wild Horse and Burro Program and provides area visitors a chance to interact up-close with a locally born and raised burro.

Jackson makes regularly scheduled appearances at Red Rock Canyon NCA and the nearby Spring Mountain Ranch State Park. He is crowd and family friendly, and children are encouraged to feel his fur, pet and interact with him. Jackson loves the attention and will often stick his head out of the corral to interact with kids. A wrangler is always on-hand to manage the encounters and tell stories about Jackson’s adoption, upbringing and the lives of his cousins in the wild. Between his appearances and presence on social media Jackson is fast becoming a favorite fixture of Southern Nevada public lands, especially for families.
The program benefits from ad hoc encounters, as well. Although he is popular on visitation days, Jackson is generally available to visit at his home corral at neighboring Cowboy Trail Rides, a family-owned horseback riding and touring business. A kiosk nearby gives visitors an introduction to Jackson and the Wild Horse and Burro Program and encourages them to find out more. Visitors can leave comments for Jackson in a journal, with comments ranging from children expressing love and hellos to regular visitors noting how he’s grown over time to international visitors giving greetings in their own language. Some of the entries make it clear there is a segment of the community that even visit Jackson as a means of emotional catharsis.

The Jackson program is partially funded through proceeds from branded products SNC sells through its retail operations. This includes burro or Jackson-specific t-shirts, stickers, and now an SNC published book based on a day-in-the-life of Jackson. This book introduces young readers to the ecology and history of the area and connects the presence of wild horses and burros to the migration period of the 19th century and the use of the Old Spanish Trail. Beyond being a popular educational tool, a book signing featuring Jackson, the author and the illustrator brought out huge crowds and itself was very popular.

Starting in 2018, visitors to public lands are also seeing Jackson out on the trail. With the acquisition of a special pack saddle, Jackson will be supporting local stewardship projects by carrying food and water for trail crews. The documentation created from this work will be folded into an educational program highlighting how burros assisted in the exploration and development of the American West.
The Jackson program exceeds its mission by not just being a mascot for wildlife management in Southern Nevada public lands but also being a literal touchpoint for children and families in learning about the ecology of the area. Although Red Rock Canyon NCA is a fun and welcoming place, for little kids it can also be a world of “don’t touch that!” and “don’t go there!” Interacting with Jackson while learning about how his cousins survive in the area provides a means of connecting with local wildlife and other ecological concepts in a safe and meaningful way. Learning to respect burros and other desert wildlife helps build respect for other best practices in responsible use of public lands.

Outreach with Jackson has elevated the conversation and increased the positive perception by the community of BLM’s Wild Horse and Burro Program by highlighting adoption opportunities.
Jackson's reach is extensive for an animal not owned by a pop culture icon or other celebrity. His appearances at Red Rock Canyon NCA and Spring Mountain Ranch State Park occur 1-2 days per month from October through April and are scheduled to coincide with expected high visitation to ensure as many people as possible get a chance to interact with him and get informed about the Wild Horse and Burro Program. On average 2000 people see Jackson during a given Red Rock appearance with 350 people interacting with him or his wranglers directly.
As an adopter burro, I wanted to share this adoption announcement in case there are any kind humans out there (maybe even as nice as mine) who are looking to add a wonderful horse to their family!

News Release
California Desert District
For Immediate Release: July 13, 2018
Contact: Steve Bax, 951-697-5287, mrsax@leol.gov

BLM offering Cold Creek wild horses for public adoption and sale

RIDGEGLEN, Calif. — Wild horses from southern Nevada public rangelands will be offered for adoption and sale Saturday, Aug. 11, at the Bunkerville Land Management’s Ridgecrest Regional Wild Horse and Burro Corrals, 3647 Bunkerville Wash Road, Ridgecrest.

The BLM plans to offer 57 geldings ranging in age from 2 to 20 years old, and 25 fillies and geldings under 2 years old. The mustangs are from the Cold Creek area of the Wheeler Pass Joint Management Area near Las Vegas.

Event gates open at 7 a.m. and a live auction gates open at 8 a.m. Horses not taken during bidding will be available on a first-come, first-served basis from 9 a.m. to 2 p.m. The adoption fee is $125. The sale fee is $25.

The BLM and the U.S. Forest Service gathered the animals from the Cold Creek area to maintain wild horse populations at levels that can be sustained with available forage and water.

To qualify, adopters must be at least 18 years old and have no convictions for inhumane treatment of animals. BLM staff members will interview all prospective adopters to be sure they meet the BLM adoption requirements.

Adopted horses must be kept in corrals with at least 400 square feet of space per animal (20 feet by 20 feet), surrounded by a six-foot fence built of pipe or boards. Adopters can keep horses under 18 months old in corrals with five-foot fences. Adopters must provide a shelter to provide protection from extreme weather.

Title to adopted wild horses and burros remains with the federal government for one year. After providing a year of good care, adopters can receive the title. Those who buy animals, receive title to their animals immediately.

Burros must sign an affidavit stating they have no intention of giving away or selling the animal for use in commercial products.

Wild horses and burros are protected by the Wild Free-Roaming Horses and Burros Act, a federal law. The law recognizes the animals as “living symbols of the historic and pioneer spirit of the West,” and requires the BLM and U.S. Forest Service to manage wild-horse populations.

U.S. Forest Service-Humboldt-Toiyabe National Forest
July 19

262 People Reached 111 Engagements

Carol Swearingen, Kristine Dedolph and 22 others 3 Comments 21 Share

Most Relevant

Write a comment...

Michelle Gantner Elizabeth Ann let's get us a horse!
Like Reply Message 19w

Donald Schmiedel These are our Cold Creek horses. Adopt them if you can.
Like Reply Message 19w

Cindy McCormick Tarrant Laurie Write a comment...

Like Reply Message 19w

Jackson the Red Rock Canyon Burro

I just got word that my favorite little valet and his mom (who illustrated my book) are coming to visit and will join the author for a book signing during their next appearance at Red Rock Canyon Las Vegas on November 10th.

Jackson the Red Rock Canyon Burro

Book Signing & Appearance Saturday Nov 10 10am - 1pm Red Rock Canyon Visitor Center

2,485 People Reached 515 Engagements

Most Relevant

Write a comment...

Allison Sosa Sam and I can't wait to give you a big hug! I can't believe it's been 2 years! We are getting so excited for our trip to be there with you!
Like Reply Message 5w

David Cox Jackson old Buddy I see you sooo....
Like Reply Message 5w

Rosemary Madrid Hi Jackson! Jackson from AZ... was nice visiting with you and your owner last Saturday... this coming Sunday is my birthday and family and made plans for me. When will you be Saturday? Sure want to visit with you!!
Like Reply Message 5w

Cynthia Whipple Rinkle Hope you made it safely. Thought about you traveling today.
Like Reply Message 2w

Karen Halliburton Jackson!!! I want your book but I'm out of the area.
Like Reply Message 5w

Jackson the Red Rock Canyon Burro Online link coming soon!
Like Reply Message 5w

Jessica Elizabeth Annah-Lizah Vaquier Junior

Lorraine Mabry Yeah we are sure looking forward to this visit too.
Like Reply Message 5w

Deborah Bridley Miller Im coming to visit you on Sunday!!! I hope you will be there!!!
Like Reply Message 5w

Write a comment...
With about 2500 likes and follows on Facebook, each post about Jackson’s daily life and appearance schedule is seen by 1000-3000 people. A post announcing the availability of the Jackson illustrated book was viewed by almost 7000 people and has generated healthy online and in-store sales! Comments to Facebook posts are regular and plentiful and are very heartfelt and encouraging - screenshots in the attached documentation.
Jackson has nine visitor journal books full of notes from people young and old, local and international. People from all over the world have commented on Jackson’s visitor journal sometimes writing in their own language. Some representative entries are included with the attached documentation. They range from funny and encouraging to heartfelt and touching. Many of them are in script from children just learning to write! It appears Jackson has a place in many people’s hearts.

Jackass
Awesome
Cute
Kind
Sweet
O’aren’t you handsome
Nice

Jackson is adorable 🥰
Everytime I come to visit him he gets so happy!!

I 💙 Jackson

Much love!!
Xoxo

Sent from Bear

Dear Jackson,
Audrey, Chris, and Barrett think you are the sexiest bear in all of Red Rock Canyon. Thanks for not being short ⚖️ hand off. You are a beautiful bear and you have an even more beautiful soul. Take care and live your life to the fullest.

Love you long time,
Audrey, Chris & Barrett

I ❤️ U.
Dear Jackson, 9/20/15
You look so peaceful, teach me your ways.
God bless you. Psalms 32:3

Elizabeth & Diana
epanesi24@gmail.com
916greg@gmail.com

10/5/15
I came with my mom and dad and my grandparents from out of town to see you. Jackson! You must have known we were coming because you stayed up to welcome us! Thank you and can't wait to hear you!
(Elaines & Gmail'Connor)

11/3/15
The Feldberg family came out to Red Rocks for a day of hiking and family fun. Our pup Enzo really liked meeting Jackson! We'll see you soon!

11/8/15
Hi Jackson,
Your ears are really cute and you are extremely nice. Take care.
Kelly

11/12/15
We met Jackson today. He gave us a big, warm, hello. Everyone! Love him.
Timber Tina
Maine Lumberjack Show
Josekon is the best. Love Sammy

When is your birthday? How old are you or going to be?

From Colin

Courtney.KerryCmcGcal.com

11/5

JACKSON, you are real. Here they come to see you.

11/18/15

Hi Jackson, your ears are really cute and you are extremely nice. I wish you were my pet. Take care.

Kelly

11/12/15

We met Jackson today. He gave us a big, loud hello more! Love him.

Timber Tina

Maine Lumberjack Show

11/12/15

Jackson’s Journal

Please leave a comment. Thank you!
Jackson is more than a character in our operations or a graphic on a t-shirt; he plays an important role as a real-life example of how wild horse and burro adoption works. BLM was and remains an important partner as Jackson is the face of their program, their “spokesburro” if you will. Beyond facilitating the adoption and working with us to find partners willing to board and support him, BLM has set up a special corral space adjacent to the Red Rock Canyon Visitor Center where Jackson can make his appearances that puts him directly inbetween where visitors park and where they approach the Visitor Center entrance.

As a mascot for the program, Jackson plays an important role in building positive awareness of the Wild Horse and Burro Program. This program has been under fire in recent years by critics from all sides to BLM’s management of the herds. The Jackson program allows SNC and BLM to elevate the conversation highlighting the history of wild herds in the West and the ecological impacts of their presence. In sharp focus is the advocacy of wild horse and burro adoption, an initiative in herd management few can argue with. Jackson’s online activities help show what adoption is like long-term, the rewards as well as the challenges, and shed light on an initiative that, as more horses and burros are removed from the range, needs more public awareness and action.
Early after Jackson’s adoption, SNC found a partner in Cowboy Trail Rides, a private business operating horse rides and tours just 2 miles from the Red Rock Canyon Visitor Center. “Big Jim” Sage, the owner of Cowboy Trail Rides and a public lands advocate, agreed to board Jackson in a corral exceeding BLM’s adoption requirements and allow access to the facility for the owner and various wranglers that assist in Jackson’s care and support. This gives Jackson a home close to where he makes most of his appearances. It also gives the business a measure of exposure it wouldn’t have had otherwise as a steward of the program and the home of Jackson as visitors visit him during non-appearance days.

Watch and Introduction to Jackson the Red Rock Burro!

HTTPS://WWW.REDROCKCANYONLV.ORG/JACKSON-THE-BURRO
Jackson the Red Rock Canyon Burro is a testament to the idea that as large, monolithic, and paternal as federal lands agencies may appear, the success or positive perception of their work is often shaped by partners such as SNC and other PLA organizations. Such partners are not as encumbered with red tape, process, and messaging and can put friendly engaging faces on otherwise complex and critical public lands programs. Without programs such as the one Jackson is the face of, all that most people would see of the Wild Horse and Burro Program are critical Facebook comments and periodic news reports showing BLM personnel herding wild animals into off-range facilities.

The success we’ve seen with Jackson and his engagement with public lands visitors has us looking at options for arranging appearances at other areas that hold wild herds and facilitating similar programs in the west with other burro mascots. With the growing popularity of Jackson the Red Rock Burro the future is bright for finding forever homes for these awesome animals.