



Words to Live By: Trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent.

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FOR IMMEDIATE RELEASE

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BOY SCOUTS OF AMERICA PREPARED FOR SECOND CENTURY OF SERVICE
Scouts Across America Celebrate Centennial Milestone

Boy Scout Delegates Present Report to the State of Colorado

Denver, Colorado, (February 5, 2010) — On **February 8, 2010**, the **100th Anniversary** of the **Boy Scouts of America (BSA)**, a delegation of young men and women embodying the goals of Scouting and exemplifying the Scout Oath and Law will present the BSA's 2009 achievements and 2010 goals during its ***Report to the State*** at the **Colorado State Capitol** hosted by **Speaker Terrance Carroll**. The Report will be given in the Old Supreme Court at 9 a.m. followed by a Tribute to the Boy Scouts of America's 100th Anniversary in the House Chambers at 10 a.m. Delegates from across the state will then have an opportunity to tour the capitol and then join together for a fellowship luncheon at the Colorado History Museum at 12 p.m. with a keynote address by Speaker Carroll.

Through the efforts of 26,474 dedicated volunteers and the support of over 2,210 community and religious organizations in every neighborhood the state of Colorado has been positively impacted. In 2009, the Boy Scouts of America served more than 108,342 young people with its program of citizenship, mental and physical fitness, and character development across the state. The BSA in Colorado met the emerging needs of society with youth programs and services, including Good Turn for America, a national service initiative that addresses critical areas of need in society; and increased emphasis on the overall well-being of children through encouraging American youth to

live an ongoing healthy lifestyle. Over thousands of Scouts throughout the State provided projects in their communities including food, clothing and toy drives, clean-up of local schools, serving food to senior citizens and shelters, visiting nursing homes and collecting coats for Denver Homeless. In addition, 1,014 *youth achieved Eagle Scout* – the highest rank in the Boy Scouts. Together this class of Eagle Scouts facilitated over 141,090 hours of volunteer service and provided \$2,857,073 in value to their communities through completion of their Eagle Scout projects over the past year.

When the BSA was officially incorporated on February 8, 1910, Americans were driving Stanley steam automobiles, earning an average of \$750 a year, and paying little more than 30 cents for a gallon of milk. The national debt was a mere billion dollars. While all of these things seem out of place today, the BSA remains a vital organization with a mission and purpose that is more relevant today than ever before.

Throughout 2010, the Boy Scouts of America will celebrate its centennial anniversary milestone with a rallying call that will be heard across the nation as Scouts gather in their communities to pay tribute to the rich history and tradition of Scouting. Having served more than 100 million members since its founding, the BSA has made a lasting and positive imprint on the fabric of the nation. Its mission—“to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law”—enables Scouting to address many issues that are important to young people and families, including health, civility, education, leadership, diversity, and service to others.

“This country needs strong leaders and healthy young people more than ever before, and that is what Scouting is all about,” said John Cabeza, Scout Executive of the Denver Area Council, BSA. “This is our time in history to remind the nation that Scouting is more vibrant, more vital, and more relevant than ever before. Every day, millions of Scouts and adult leaders make a huge difference in our society. We look forward to continuing that commitment in the next century.”

Though firmly rooted in an unchanged set of core values, the BSA is committed to remaining current and relevant by adapting how it delivers programs and reaches its audiences, including

- Going green! In addition to publishing the first “green” *Boy Scout Handbook* in 2009, BSA magazines *Boys’ Life* and *Scouting* have been certified by the Sustainable Forestry Initiative.
- Multicultural outreach: In 2008, the BSA launched a national Hispanic Initiatives program that aims to increase the number of Hispanic Scouts, adult volunteers, and professional staff members. In its first year, the program brought an increase of more than 30,000 Hispanic Scouts. Additionally, the BSA has publications in 21 languages. The Denver Area Council has been chosen as a pilot council for the Hispanic Initiative and will launch the week of March 22, 2010.
- Adopting social media platforms such as Facebook and Twitter as core communications tools to reach volunteers and connect with Scouts.
- Updating the Scouting uniforms to include a cell-phone pocket, offer SPF 50+ sun protection, and Superior moisture control that keeps you cooler in warm weather and warmer in cold weather.

The BSA’s centennial celebration goes far beyond a day on the calendar. On January 1, the BSA placed an award-winning float in the Tournament of Roses Parade, and launched Adventure Base 100, a mobile, immersive Scouting campus. Adventure Base 100 is currently embarking on a more than 40-city nationwide tour, and features a traveling Scout museum, an IMAX-like video in its Go Scouting! Dome, a high-adventure ropes course, and a variety of interactive displays and activities. Adventure Base 100 will make its way to Denver, September 3-6, 2010 at the Taste of Colorado. At any time, from anywhere in the country, the public can experience Adventure Base 100 virtually, and find out where it’s going next, at www.adventurebase100.org.

In all, eight major national 100th Anniversary engagement programs have been designed to reintroduce Scouting to the next generation of young leaders and reconnect millions of alumni with the organization. BSA councils across the country, including those serving Denver are actively engaged in local 100th Anniversary Celebration programs.

Over 43,000 Scouts and leaders will come together for Jamboree 2010—where adventure waits around every corner. This year, everyone can join the excitement right here in Denver. Using virtual hookups, we’ll broadcast (and webcast) “A Shining Light Across America” during a Centennial Celebration with the Colorado Rapids on July 31, 2010 at

Dick's Sporting Goods Park. Spectators will be able to enjoy a Colorado Rapids soccer game and then watch a full video broadcast of the Centennial Celebration show from the National Scout Jamboree in Fort A.P. Hill, Virginia. This marks the first time in history that the entire Scouting family has come together for a single, nationwide opportunity to celebrate and reflect.

Also, a new license plate was designed in honor of the Boy Scouts of America, commemorating 100 years of Scouting in the United States during the Centennial in 2010. Governor Bill Ritter signed HB-1151 into law on June 5, 2008 and the new Boy Scout License Plate is currently available at all Colorado Department of Revenue locations.

"During this year, we recognize the achievements of our past, but our focus is on the future of millions of young Scouts, their communities, and the nation as a whole," Cabeza said. "Scouting is ready for the next 100 years!"

About the Boy Scouts of America

Serving more than 4.6 million youth between the ages of 7 and 20, with more than 300 councils throughout the United States and its territories, the BSA is the nation's foremost youth program of character development and values-based leadership training. The Scouting movement is comprised of 1.2 million volunteers, whose dedication of time and resources has enabled the BSA to remain the nation's leading youth-service organization. For more information on the BSA, please visit www.Scouting.org.

Boy Scouts of America 100th Anniversary [Media Kit](#)

More information about 100 Years of Scouting can be found at www.Scouting.org/100years.

If you would like more information about the programs available through the Denver Boy Scouts, please contact www.denverboyscouts.org

SATELLITE INTERVIEW OPPORTUNITY
Monday, February 8th – 7:30 to 10:00 a.m. ET

TOPIC: Boy Scouts of America 100th Anniversary Celebration and the Launch of Adventure Base 100

For a century, the Boy Scouts of America (BSA) has brought families and communities together to prepare America's youth to live, work and play with character and integrity. This year, as they celebrate the 100th Anniversary of Scouting on Feb. 8, 2010, the BSA is bringing the excitement and adventure of Scouting into the heart of communities all over the nation.

Created specifically for the Boy Scouts of America's 100th Anniversary Celebration, **Adventure Base 100** is traveling the country to give people an exciting, hands-on view of the organization's 100 year history as well as the positive difference Scouting has made in the lives of millions of youth.

FOR MORE INFORMATION OR TO RESERVE AN INTERVIEW WINDOW,
Please call Maria McCarthy / DMS at 212-727-1802.

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