

From Darla and Flag Plaza....What a great way to start our new 2008-09 Scouting year. Enjoy the program!

Subject: Scouting for Adventure TV Show

As we hope you saw at the National Leadership Training Conference, these are exciting times to be involved in the Boy Scouts of America. And that goes for our Scouts and Scouters as well.

Boys' Life has been working with the Outdoor Channel to develop a primetime television show about Scouting. The first episode will air on Wednesday, August 13, at 6:30 p.m.

Please share the attached flier with your council's Scouts and Scouters



# Boys' Life

## BE PREPARED

**Outdoor Channel partners with Boy Scouts of America (BSA) and *Boys' Life Magazine* to develop the network's original youth-oriented series, *Scouting for Adventure Presented by Boys' Life***

The six adventure-filled original episodes capture Scouts in action as they explore the wilderness and educate viewers on outdoor skills and BSA's core values of education, safety and team building. The series will debut in August.

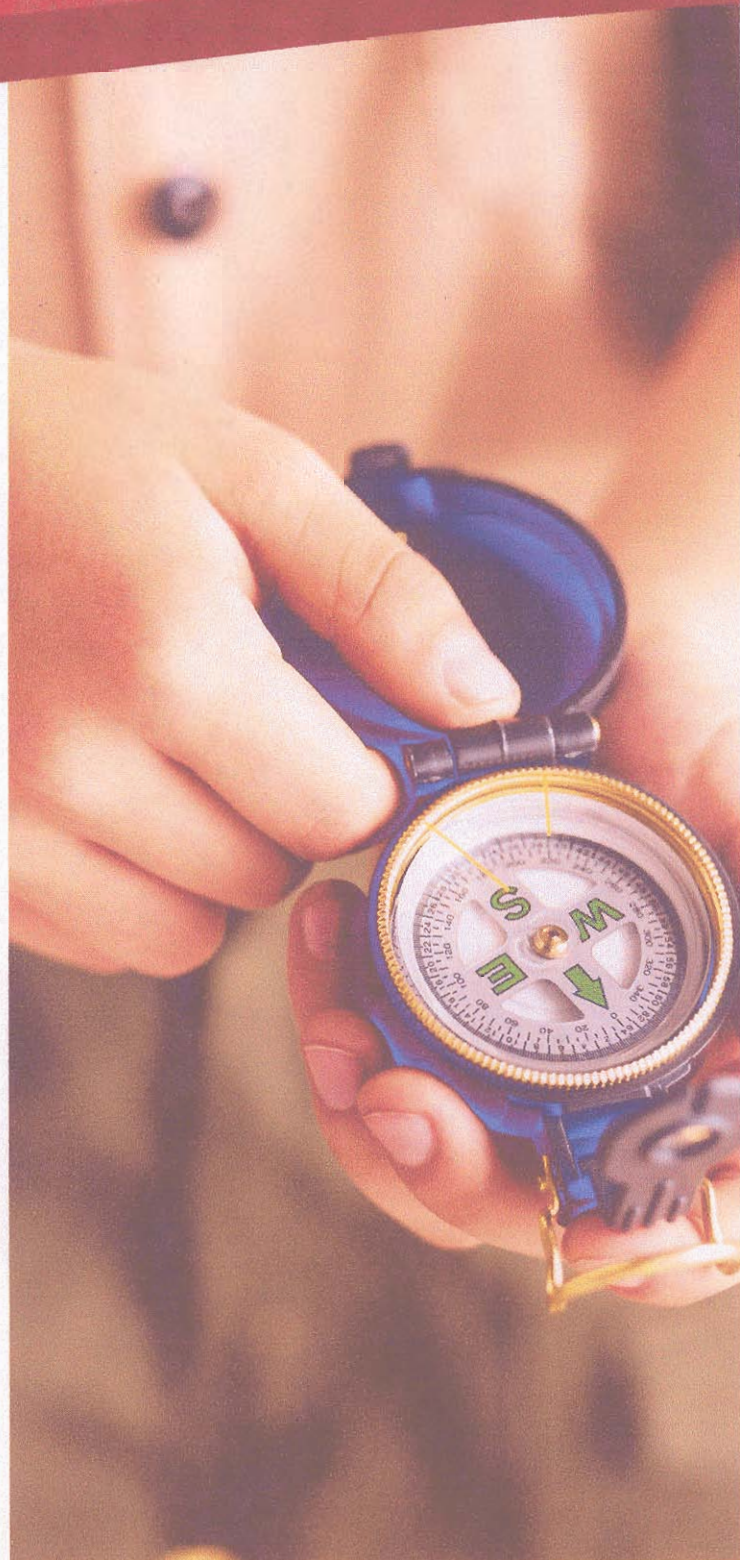
"Outdoor Channel offers BSA the ideal platform to introduce millions of homes to the exciting world of Scouting, and I'm confident that we will successfully engage parents and youth alike," said Robert J. Mazzuca, Chief Scout Executive of BSA. "By bringing our *Boys' Life* to life, we aim to share the spirit of adventure that is the foundation of Scouting programs and encourage viewers to get out and experience the great outdoors."

Filmed at the National High Adventure Bases of Philmont Scout Ranch and The Florida Sea Base plus Scout camps across the country, cameras will follow Scouts as they take on intense outdoor obstacles and challenges, like coral reef sailing or mountain trekking. Each episode will also include safety tips and "how to" elements that complement the outdoor activity.

"Everyone on our production team was a Scout at one time. We all remember that thrill of adventure as a young boy discovering the great outdoors," said Lloyd Bryan Adams, executive producer at Outdoor Channel. "We hope the series will inspire viewers to get outdoors and explore, but I'm most proud that the shows will incorporate many of BSA's core values that transform young Scouts into grounded, hardworking men."

The series also incorporates "Eagle Scout Features", where celebrities and successful businessmen explain how the lessons learned in Scouting contributed to their careers and impacted their lives.

Be prepared for all sorts of adventures come August with *Scouting for Adventure Presented by Boys' Life*.



**WATCH SCOUTING  
FOR ADVENTURE  
BEGINNING IN AUGUST  
WEDNESDAYS AT 6:30PM ET**