



For Immediate Release

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NATIONAL COUNCIL OF BOY SCOUTS ESTABLISHES ‘LIVING LEGACY’ IN CELEBRATION OF 100TH ANNIVERSARY

*National Business and Environmental leaders Join BSA to Plant Official 100th Anniversary Tree;
Each Tree Results in Contribution to new BSA Centennial Forest in Montana*

Dallas (November 10, 2009)— With less than 100 days until the Boy Scouts of America’s (BSA) 100th Anniversary on February 8, 2010, the BSA National Council used a simple act to symbolize Scouting’s powerful impact over the last century. Hundreds of Scouting staff at the national council’s headquarters in Irving, Texas joined Chief Scout Executive Robert Mazzuca, AT&T Chairman and Chief Executive Officer Randall Stephenson, Arbor Day Foundation Chief Executive John Rosenow, and the McNabbs, a multigenerational Scouting family, in planting an official 100th Anniversary tree.

The tree, a Chitalpa, is an officially designated 100th Anniversary tree from the Arbor Day Foundation, as part of the 100th Anniversary Generations Connection program. The tree serves as an important symbol in this program that celebrates how Scouting has made families better and stronger. In the summer of 2008, the BSA formed a partnership with the Arbor Day Foundation to encourage the planting of official trees around the nation. For each BSA 100th Anniversary tree ordered, a corresponding tree is donated to the newly designated BSA Centennial Forest, which will aid replanting in the Flathead National Forest in Montana after recent fires.

“Our 100th Anniversary is not only a time for us to reflect on our tremendous past, but to think about the future of Scouting,” said Mazzuca. “The 100th Anniversary trees are one way our celebration can leave behind a living legacy that will continue for generations to come.”

“Our two organizations share a long history of respect and commitment to the outdoors, and we appreciate Scouting’s emphasis on sound environmental living and conservation of natural resources,” said Rosenow. “It’s our pleasure to support the Scouts in honoring their history by helping them build a greener, more sustainable future.”

Peter McNabb, of troop 175, Circle Ten Council, has a family whose roots in Scouting date back to World War II. McNabb’s three-generation Scouting story, includes poignant details about how Scouting became a powerful influence on his family. McNabb took special pride in watching his sons develop into Eagle Scouts – including his oldest son, who is autistic. “Scouting has given us an outlet to participate in activities together while building shared values. It’s an experience our whole family has shared in, and we’re stronger because of it. We delight in knowing that Scouting is turning 100 years *young*, and is continuing to be an important force in our families, our communities, and our nation.”

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As part of its 100th Anniversary celebration, the BSA is undertaking eight major engagement programs to reintroduce the organization to today's young people and families, reinforce the value of Scouting, and reconnect with the millions the organization has impacted. The Generations Connection program honors the important, positive impact that Scouting has on American families, and encourages families to continue sharing the tradition of Scouting. More than 300 BSA local councils around the nation are participating in the Generations Connection program to not only encourage the planting of 100th Anniversary trees, but to ask families to tell the story of how Scouting has strengthened their family, and to share Scouting with future generations.

“Boy Scouts have made great contributions in communities around the nation for 100 years,” said AT&T's Stephenson, who serves as the BSA's 100th Anniversary Chairman. “The 100th anniversary is a good opportunity to introduce the life-long benefits of Scouting to today's youth – who will be the leaders of tomorrow.”

About the Boy Scouts of America

Serving nearly 4.1 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 composed 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.

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

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