

The following is a sample news release that A Century of Values travel team could provide to your council in conjunction with a team visit

NEWS RELEASE

February 10, 2009

**A CENTURY OF VALUES NATIONWIDE ROAD
TOUR TEAM BRINGS BOY SCOUT 100TH
ANNIVERSARY PREVIEW TO (Your city)**

Driving a uniquely decorated RV and wearing the familiar green uniform of Boy Scout adult leaders, a team of volunteers from Michigan brought *A Century of Values* nationwide road tour to (your city) today to help local Boy Scout council officials and volunteers preview central (your area's) celebration of Boy Scouting's 100th Anniversary. Scouting celebrates its centennial in 2010.

(Your city) was stop number six on the Michigan team's ambitious 45,000 mile, yearlong nationwide road tour. Composed of six adult Scout volunteers each, each of the teams will crisscross a portion of the United States with the RV and minivan chase vehicle. On their route, teams will stop at each of the more than 300 Boy Scout Council headquarters in communities from Maine to California.

According to *A Century of Values* Advisor Frank Mallon, the visits are designed to thank local officials and volunteers for their commitment and dedication to the community's youth while highlighting the positive impact that Scouting's traditions have had during the past 100 years. "Our goal was to celebrate the values instilled in young people which were developed by adults through training, example, and the Scout Oath and Law," he said.

A Century of Values road tour kicked off February 8, 2009 in Laingsburg, Michigan, population 1225. It will end Feb. 8, 2010 with a special presentation at the National Boy Scout Museum in Irving, Texas.

Mallon developed road journey concept to celebrate Scouting's 100th Anniversary with the help of several Detroit area Scouters. The project now involves more than 125 adults most of whom staff the 14 road teams.

"The teams will also present each Council Scout Executive with a special 24"x36" mural depicting important individuals, events, and symbols from Scouting history," Mallon explained. "The special mural was created by Eagle Scout and professional illustrator Bill Morrison." Morrison is part of the team that creates and markets "The Simpsons."

Detroit Area Council, Boy Scouts of America, is the host council for *A Century of Values*. Major sponsors include Coachmen Industries who provided the RV, Chrysler Corp. (the "chase" vehicle), the Penske Corporation as well as numerous Michigan civic organizations such as Rotary clubs, Kiwanis clubs, American Legion posts, Lions clubs and VFW chapters.

More information about *A Century of Values*, including the schedule for each of the council stops, is available on the Internet at www.acenturyofvalues.org. The site includes a 10-minute video as well as prices and details for ordering special patches and copies of Morrison's centennial mural and other memorabilia.