

FOR IMMEDIATE RELEASE

Media Contact:
(Contact Name)
(Phone Number)

Who:
What:
Where:
When:
Why:
How:

Area Scouts Participate in Annual Scoutorama Event

(City, State, Date)—Dozens of area Boy Scout troops and Cub Scout packs gathered this weekend at (event site) to present their annual Scoutorama. Open to the public, the Scoutorama allows youth from the community to demonstrate skills ranging from knot-tying and first aid to teepee building and outdoor cooking.

“This is just a great opportunity for our young men to showcase their talents and skills to the public, and give the boys a chance to form relationships with Scouts from other packs and troops,” said Scoutmaster (full name). “It is also a way for the youth who are not a part of Scouting to get acquainted with us and what we do.”

The theme for this year’s Scoutorama was (event theme). Highlights of the Scoutorama included an outdoor baking contest between Scouts of all ages and a timed rope bridge-building contest. Also, awards were given to the three Scouts who sold the most tickets to this year’s event.

“I had a blast at this year’s Scoutingorama,” said First Class Scout (full name), second-place winner of the baking contest. “My peach cobbler was good, but I didn’t think it would win an award.”

-more-

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(Full name), Scout and Indian wrestling champion, was equally excited about winning. “I’m a small guy, but my win proves that speed can be more useful than size.”

(Unit No.), chartered by (chartered organization), was formed in (year chartered). It is one of the Boy Scouts of America’s (No.) units that serve (No.) million youth members annually. The Boy Scouts of America is one of the nation’s largest youth development organizations.

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Is Your Child Learning *Your* Values?

(City, State, Date)—Do you want your son to grow up to be self-reliant, dependable, and caring? Is it important to you that he learns traditional values such as honesty, trustworthiness, and respect for others and the environment?

If you answered “yes” to either of these questions, then you should check out what Cub Scouting has to offer boys in first through fifth grades. Pack (number), chartered by (name), invites you and your son to become a part of one of America’s leading values-driven organizations. The Cub Scout program is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Pack (number) will be having a recruitment roundup. (details of event). Join us for more information. Cub Scouting: Everything you could want for your son and more.

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Cub Scouting: Everything You Want for Your Son and More

(City, State, Date)—*“I promise to do my best to do my duty to God and my country, to help other people, and to obey the Law of the Pack.”*

More than 2 million boys make this promise every year as members of Cub Scouting. This neighborhood-centered program for boys in first through fifth grades combines fun and adventure with skills and values development.

Today’s world is complicated. Work, school, family, religion, sports, and extracurricular activities pull parents and youth in many directions. As a parent, you want your son to grow up to be a self-reliant, dependable, and caring individual.

Research conducted by Louis Harris and Associates indicates that one year in Cub Scouting provides a boy with a healthy, safe environment in which he learns important values and develops self-confidence. The research also indicates that the Cub Scout program provides a forum in which parents and sons spend quality time together going places, doing projects, talking, and reading.

“Remember that today’s youth are tomorrow’s leaders,” said Scout Executive (name) of the (council). “We have the opportunity to make a difference for the future of America.”

(Local recruitment details)

Boys in first through fifth grades are invited to join Cub Scouting. Contact (council information) for more information.