ATLANTA AREA COUNCIL
BOY SCOUTS OF AMERICA

FOR IMMEDIATE RELEASE

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Boy Scouts of America Celebrate 100th Birthday in 2010

Atlanta's year-long events start Feb. 8 with 100 trees planted across 13 counties and all Scouts encouraged to wear their uniforms on Monday, Feb. 8

ATLANTA (February 2010) – Feb. 8, 2010 marks the beginning of the centennial year of celebration for the Boy Scouts of America. For nearly 100 years, the BSA has created a strong foundation of leadership, service, and community for millions of America's young people. The organization is committed to inspire and prepare future generations.

"Our goal is not simply to recognize 100 years of service," said Chief Scout Executive Bob Mazzuca. "Our expectation is that this anniversary will lay the foundation for making the BSA better and stronger for its next 100 years."

The BSA's 100th Anniversary is a purpose-driven celebration. Every element is geared toward delivering meaningful results for the BSA's constituents—growing membership, increasing manpower, and maintaining financial strength while also engaging local councils and enhancing public awareness and perceptions of Scouting.

The Atlanta Area Council, which serves the 13 metro counties, kicks off the celebration on February 8, 2010. Scouts, with the help of employees from The Home Depot, will plant 100 trees during the week of February 8. In addition to the tree planting, all current and former Scouts, volunteers, and Scout parents are encouraged to wear their uniform to school and work to show their support for BSA.

Numerous local programs will take place in celebration of the 100th Anniversary throughout 2010, including:

FEBRUARY: 100th Birthday of BSA on Feb. 8, 2010, celebrated with 100 tree plantings across Atlanta
MARCH: Scouting for Food collects for the Atlanta Community Food Bank through March 27, 2010
APRIL: National Tour of Adventure Base 100 comes to the Dogwood Festival on April 16-18, 2010
MAY: Centennial Encampment at Bert Adams on May 14-16, 2010, bringing nearly 5,000 Scouts together
AUGUST: Centennial Gala on Aug. 21, 2010 at the Cobb Energy Centre
OCTOBER: ScoutFest 2010 at the Cobb Galleria Centre on Oct. 23, 2010, invites everyone in Atlanta to come experience the excitement Scouting through exhibits and displays.

With hard work and dedication from Scouting volunteers and professionals at every level, the BSA's 100th Anniversary Celebration will show America that Scouting is as vital and relevant today as it was when the journey began.

If you would like more information on the Centennial Celebration, or the Atlanta Area Council, Boy Scouts of America, please contact Megan Ryan at 770-956-3192 or Jenna Knight at 770-956-3175.

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About the Atlanta Area Council, Boy Scouts of America:
Since 1910, the Boy Scouts of America has been the nation's foremost program of character development and values-based leadership training for youth ages 7-20. The Atlanta Area Council covers 13 metro-Atlanta Counties including Carroll, Cherokee, Clayton, Cobb, Dekalb, Douglas, Fulton, Gwinnett, Haralson, Newton, Paulding, Pickens, and Rockdale. For more information on the Atlanta Area Council, visit www.atlantabsa.org.

Contact: Megan Ryan with the Atlanta Area Council at 770-956-3192 for more information.