



LA SHAWN K. FORD

STATE REPRESENTATIVE | EIGHTH DISTRICT

4800 W. CHICAGO AVE | CHICAGO, IL 60651 | 773.378.5902 | F: 773.378.5903
816 S. OAK PARK AVE., SUITE A | OAK PARK, IL 60304 | 708.445.FORD (3673)
239-E STRATTON BUILDING | SPRINGFIELD, IL 62706 | 217.782.5962 | FAX 217.557.4502

www.LASHAWNFORD.com



BOY SCOUTS OF AMERICA
PATHWAY TO ADVENTURE COUNCIL

FOR IMMEDIATE RELEASE

Contact: Kate Jacobs
Marketing and Public Relations Director
Pathway to Adventure Council, BSA
(847) 271-7906

Boy Scouts of America Invites Families to Register for Scouting by Sept. 17th and Get a Free Model Rocket to Build and Launch!

Chicago, IL — The Boy Scouts of America (BSA) is inviting families across Chicagoland, Northwest Indiana and Southern Wisconsin to register for Scouting on September 17th at an elementary school near them and receive a free model rocket they'll get to launch at events throughout the region a few weeks later.

The "Blast into Scouting" campaign is aimed at introducing families to the BSA's positive and fun-focused program called Cub Scouts, which is open to boys in first through fifth grade. In Cub Scouts, boys learn leadership and life skills while participating in adventures ranging from building pinewood derby cars and assembling robots to enjoying the great outdoors and helping others through its strong focus on community service.

"I commend the Boy Scouts of America on its character and its drive to make this valuable program available to every boy. I encourage people to take advantage of this opportunity to join Scouting, as this program is an important asset in improving our communities," said La Shawn K. Ford, a member of the Illinois House of Representatives and local vice president of membership for the BSA.

Now in its second century of serving youth and families, the BSA is building off its first hundred years by incorporating more science, engineering, and technology-based programs to reach even more young people. Presenting new members with their own rockets and a platform to launch them is just one of many examples of Scouting's forward-thinking programs.

Regional Scouting Executive Fred Wallace said, "We are thrilled with the support we've received from so many schools and educators and are truly indebted to our campaign partners and sponsors; Trails-End Popcorn—a division of Weaver popcorn, and the University of Illinois Chicago, which both recognize the importance of instilling fundamental principles in young people."

Thousands of BSA volunteers will be in local elementary schools from 7-8 p.m. on September 17th to answer questions, register new members and hand out free model rockets and an invitation to launch them. It costs \$32 to join Scouting but all boys can become Scouts regardless of a family's ability to pay.

Interested families should visit BlastIntoScouting.org to find a local participating school or to register for Scouting online. Those who sign up online by September 17th will also receive a free model rocket.



LA SHAWN K. FORD

STATE REPRESENTATIVE | EIGHTH DISTRICT

4800 W. CHICAGO AVE | CHICAGO, IL 60651 | 773.378.5902 | F: 773.378.5903
816 S. OAK PARK AVE., SUITE A | OAK PARK, IL 60304 | 708.445.FORD (3673)
239-E STRATTON BUILDING | SPRINGFIELD, IL 62706 | 217.782.5962 | FAX 217.557.4502

www.LASHAWNFORD.com

***Media is invited to the launch parties. Please view the attached flyer for a list of launch times and locations. Contact Marketing and Public Relations Director Kate Jacobs at Kate.Jacobs@Scouting.org if you plan to attend.**

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.

For over a century, the BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. The Boy Scouts of America believes — and, through over a century of experience, knows — that helping youth is a key to building a more conscientious, responsible, and productive society.

###