Boys' Life

BE PREPARED

Outdoor Channel partners with Boy Scouts of America (BSA) and *Boys' Life Magazine* to develop the network's original youth-oriented series, *Scouting for Adventure Presented by Boys' Life*

The six adventure-filled original episodes capture Scouts in action as they explore the wilderness and educate viewers on outdoor skills and BSA's core values of education, safety and team building. The series will debut in August.

"Outdoor Channel offers BSA the ideal platform to introduce millions of homes to the exciting world of Scouting, and I'm confident that we will successfully engage parents and youth alike," said Robert J. Mazzuca, Chief Scout Executive of BSA. "By bringing our *Boys' Life* to life, we aim to share the spirit of adventure that is the foundation of Scouting programs and encourage viewers to get out and experience the great outdoors."

Filmed at the National High Adventure Bases of Philmont Scout Ranch and The Florida Sea Base plus Scout camps across the country, cameras will follow Scouts as they take on intense outdoor obstacles and challenges, like coral reef sailing or mountain trekking. Each episode will also include safety tips and "how to" elements that complement the outdoor activity.

"Everyone on our production team was a Scout at one time. We all remember that thrill of adventure as a young boy discovering the great outdoors," said Lloyd Bryan Adams, executive producer at Outdoor Channel. "We hope the series will inspire viewers to get outdoors and explore, but I'm most proud that the shows will incorporate many of BSA's core values that transform young Scouts into grounded, hardworking men."

The series also incorporates "Eagle Scout Features", where celebrities and successful businessmen explain how the lessons learned in Scouting contributed to their careers and impacted their lives.

Be prepared for all sorts of adventures come August with *Scouting for Adventure Presented by Boys' Life.*

OUTDOOR CHANNEL.
America's Leader In Outdoor TV

WATCH *SCOUTING FOR ADVENTURE* BEGINNING IN AUGUST WEDNESDAYS AT 6:30PM ET