

Use a PRESS RELEASE when you want to provide the press with a story and photos of an event that has already taken place.

Your unit & contact information

BOY SCOUTS OF AMERICA  
Your Unit  
Address  
City, State, Zip

Contact: Your Name  
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FOR IMMEDIATE RELEASE  
June 18, 2007

Your event press release information:  
Who, What, When, Where, Why, & How

## **PRESS RELEASE**

### **Scout Day on the Slopes**

(Reading, PA) – Scouts from throughout Pennsylvania descended upon Bear Creek Mountainside Resort in Macungie on (DATE) for a “Day on the Slopes”. Over 350 individuals participated.

Local Scouts, their parents, siblings, and friends enjoyed a day of skiing, snowboarding, and tubing. The scouts learned winter survival techniques and basic first aid from Bear Creek’s ski patrol.

Over 25 volunteers from across the council territory helped make the event possible.

For nearly 100 years the Boy Scouts of America has provided youth leadership and character development programs. The Hawk Mountain Council today serves nearly 8,000 youth through the leadership 2,000 adult volunteers throughout central Pennsylvania. Learn more about Scouting at [www.scouting.org](http://www.scouting.org) or the Hawk Mountain Council at [www.hmc-bsa.org](http://www.hmc-bsa.org).

### END ###

Type this as shown at the end of your press release. If more than one page, type ---MORE--- at the bottom of first page and ### END ### on the last

EDITOR’S NOTE: please see additional attachments for photos of this event.