



Adventure Base 100 Frequently Asked Questions

What is Adventure Base 100?

- Created specifically for the Boy Scouts of America's 100th Anniversary Celebration, Adventure Base 100 is traveling the country to give people an exciting, hands-on view of the organization's 100 year history as well as the positive difference Scouting has made in the lives of millions of youth.
- This experiential marketing exhibit is a 10,000-square-foot campus featuring immersive and exciting Scout-related experiences.
- It is one of eight major engagement programs the organization is undertaking as part of its 100th Anniversary Celebration.

What is the purpose of Adventure Base 100?

- Designed to help local Scouts and Scouters celebrate the organization's rich 100 year heritage, touch the lives of alumni and volunteers, and intrigue those who may be interested in learning more about the organization, Adventure Base 100 offers something for everyone.
- Adventure Base 100 is traveling the country to rally people of all ages to take part in "Celebrating the Adventure, Continuing the Journey" through this exciting and engaging experience.

When does the tour begin and end?

- The adventure begins in January at the Tournament of Roses Parade in Pasadena, Calif., and ends in November at the Macy's Thanksgiving Day Parade in New York City.
- In the process, Adventure Base 100 will be rolling into more than 40 markets across America.

How many markets is Adventure Base 100 visiting?

- Adventure Base 100 is visiting more than 40 markets nationwide.

How big is the campus?

- Adventure Base 100 unfolds into a 10,000-square-foot campus.

What are the Adventure Base 100 campus elements?

- Designed to give people an exciting, hands-on view of the Boy Scouts of America's 100 year history as well as the positive difference Scouting has made in the lives of millions of youth, Adventure Base 100 offers something for everyone including:
 - A high adventure ropes course for all visitors who are more than 4 feet tall weighing less than 250 pounds.
 - A multi-sensory experience that will provide visitors with the sights, smells and sound of Scouting through an IMAX-like video Go! Dome.
 - A stage show featuring contests, trivia and skill demonstrations from local Scouts.
 - An opportunity to interact with hands-on digital exhibits relating to the Scout experience.
 - A chance to ask current Scouts and Scouters questions about their experiences and the organization's local chapters.
 - A traveling Scouting museum featuring an overview of the Boy Scouts of America's amazing history including displays of rare artifacts collected over the last 100 years.



What is the traveling museum?

- In addition to showcasing the rich history of the Boy Scouts of America, Adventure Base 100 also houses a traveling museum featuring real artifacts from the National Scouting Museum in Irving, Tex.
- This traveling museum will also include the BSA's 100th Anniversary National Time Capsule, in which local Councils across the country submitted artifacts of their own histories to feature in the tour. These items will be added to the National Scouting Museum in Irving, Tex., at the conclusion of the tour.

What is the 100th Anniversary Time Capsule?

- Local Councils across the country submitted artifacts of their own histories to feature in the traveling museum. These items will be added to the National Scouting Museum in Irving, Tex., at the conclusion of the tour.

I see logos of several companies on the Adventure Base 100 truck. How are those companies involved?

- AT&T, Exxon Mobil and Accenture are the lead national sponsors of Adventure Base 100.

How much did it cost to create Adventure Base 100?

- Because our lead national sponsors – AT&T, Exxon Mobil, and Accenture – are responsible for the majority of the funding, we'd prefer to let them address this question.

What local companies are involved in this tour stop and how?

- [Local councils should be prepared to answer this question]

How did the Boy Scouts of America fund Adventure Base 100?

- The generosity of our lead national sponsors – AT&T, Exxon Mobil and Accenture – made Adventure Base 100 possible.

How much did these sponsors donate?

- I can't speak on behalf of our sponsors. You'll have to contact those organizations for details.

Why is the BSA celebrating 100 years?

- For 100 years, the Boy Scouts of America has been helping the youth of America find – in themselves and the world around them – more than they thought possible. In every era, and through numerous trends of the past century, Scouting has been steadfast. Our 100th Anniversary provides a unique opportunity to celebrate this heritage and lay the foundation for the next 100 years.

Haven't you been celebrating for awhile?

- Celebrating the impact that a century of Scouting has had on the lives of millions needs more than a single date on the calendar. That's why we launched a series of programs that span two years and have been inviting **everyone** in America to get involved.
- We are bringing the anniversary celebration to life through unique local activities to drive engagement, recruit new member and volunteers and enhance the awareness of the value of Scouting ...this is a purpose-driven celebration!



Isn't Adventure Base 100 just a recruitment driver?

- That's certainly part of it.
- That said, for 100 years, the Boy Scouts of America has been helping the youth of America find – in themselves and the world around them – more than they thought possible. In every era, and through numerous trends of the past century, Scouting has been steadfast.
- Our 100th Anniversary – and Adventure Base 100 in particular – provides a unique opportunity to celebrate this heritage with our current Scouts and Scouters, as well as lay the foundation for the next 100 years through new recruitment and volunteerism.

How does Adventure Base 100 fit into the 100th Anniversary celebration?

- For nearly a century, the Boy Scouts of America has brought families and communities together to prepare America's youth to live, work, and play with character and integrity.
- Adventure Base 100 is one of eight major engagement programs the organization is undertaking as part of its 100th Anniversary Celebration.

What other programs are included in the 100th Anniversary Celebration?

- **BSA Alumni Connection:** We're inviting our alumni to come back, make a new connection, and get involved with Scouting programs once again through www.BSAalumni.org.
- **BSA 100th Anniversary National Hall of Leadership:** The BSA 100th Anniversary National Hall of Leadership is a one-time opportunity to recognize and thank Scouts, their leaders, and Scouting volunteers (past and present) for the extraordinary difference they make in the lives of others through their demonstrated leadership. When the nomination period closes in February 2010, each of 302 BSA local councils and the national office will forward 12 semi-finalists to a national judging panel. Ultimately, one inductee will be selected from each for this once in a century honor.
- **Generations Connection:** Generations Connection celebrates the legacy, and powerful impact, of Scouting on American families. It teaches Scouts to understand the value of their Scouting family tree and encourages first-generation Scouts to carry this special tradition forward. Through a partnership with the Arbor Day Foundation, official BSA 100th Anniversary trees are now being offered. For each one sold, another will be planted in Montana, in an area recently designated as the BSA Centennial Forest.
- **Get in the Game!:** Through Get in the Game! geocaching events, Scouts and non-Scouts alike will enjoy a fast-paced, high-tech treasure hunt. Players hide containers (called "caches") outdoors and post where they hide them online. Then, others seek out the goods using GPS navigation devices. When players find a cache, they go online to report what they found and their experiences during the search.
- **A Year of Celebration, A Century of Making a Difference:** This centennial year honors the enormous impact made by a century of living by the Scout Oath and Law. By showing dedication to five of Scouting's core values, Scouts, leaders, and Scouting alumni can earn a BSA 100th Anniversary commemorative patch.
- **Gala 2010: Celebrating a Century of Service:** On February 9, 2010, the Boy Scouts of America will honor our 100th Anniversary at a special evening in our nation's capital.
- **Pitch for Scouting:** Major League Baseball is joining the BSA to celebrate our 100th Anniversary in major and minor league ballparks across the country. From the first pitch to the last out—and everywhere in-between—Scouts will be involved on the field and in the game.
- **Jamboree 2010/A Shining Light Across America:** Over 43,000 Scouts and leaders will come together for Jamboree 2010—where adventure waits around every corner. This year, everyone can join the excitement. Using virtual hookups, we'll broadcast (and webcast) "A Shining Light Across America" marking the first time in history that the entire Scouting family will come together for a single, nationwide opportunity to celebrate and reflect.



What do you say to critics of the BSA due to your stance on various human rights issues?

- For 100 years, the Boy Scouts of America has been helping the youth of America find — in themselves and the world around them — more than they thought possible.
- In every era, and through numerous trends of the past century, Scouting has been steadfast. Our 100th Anniversary provides a unique opportunity to celebrate this heritage and lay the foundation for the next 100 years.
- It's an exciting time for us and we have a great story to tell!