



FOR IMMEDIATE RELEASE

Contact: Lyman Gifford
Buffalo Trail Council, BSA
1101 West Texas Ave.
Midland, TX 79701
432.570.7601
Lyman.Gifford@Scouting.org

Buffalo Trail Council, Boy Scouts of America kicks off fund drive

Midland, Texas – January 18, 2011 – The Buffalo Trail Council, Boy Scouts of America will kick off their annual Friends of Scouting campaign to benefit the youth of West Texas 4:30 p.m. Thursday, January 20 at the George T. Abell Service Center in Midland. This year, the area volunteers are taking on the task of raising \$365,000 in less than 3 months.

“In years past, our campaign has been close to six months long,” said Scout Executive Lyman Gifford. “We cover 18 counties and several communities would kick off later in the spring than others. This year, we are taking our campaign to a more manageable length and coordinating our efforts throughout our service area.”

The Buffalo Trail Council ended the year with its fourth consecutive year of growth. In the past four years, the local Boy Scout membership has increased by 60 percent. The local council now serves more than 7,000 area youth.

The Friends of Scouting campaign accounts for 16 percent of the council’s annual budget.

To learn more about the Buffalo Trail Council, visit us at www.buffalotrailbsa.org

For more information or to schedule and interview, contact Valerie Acosta at (432)570-7601 or Valerie.Acosta@Scouting.org

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