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## **QUEST TO BE 100%**

*The Mid-America Council is asking every Pack and Troop to help us attain our goal of being 100% Boys' Life*

### **Why be 100% Boys' Life? How can Boys' Life help our Unit?**

Many stories and articles in Boys' Life reflect the program themes of Cub Scouting and program features of Boy Scouting. The mission of Boys' Life magazine is to entertain and educate America's youth and to open their eyes to the joyous world of reading. This is accomplished through a proven mix of news, nature, sports, history, fiction, science, comics, and Scouting.

Boys' Life **encourages good reading**. Boys' Life is a strong mix of exciting stories and valuable information. Boys' Life subscribers **advance in rank faster** and more often than non-subscribers--more than **twice as fast as non-subscribers**. Boys' Life goes into the home and is read by parents and brothers and sisters who become more supportive of Scouting because of Boys' Life. Boys' Life has long been recognized for its "**retention factor**." Scouts who subscribe to Boys' Life stay in Scouting longer than non-subscribers, generally more than twice as long. Boys' Life is the silent assistant, helping Scouting leaders and parents help Scouts to succeed.

**Boys' Life** is a great resource about the programs of Scouting in action.

Get Boys' Life magazine delivered to your door 12 times a year. That's 12 issues of the best of a boy's life - all in Boys' Life. It only costs \$1.00 per month for this great magazine.

As you sign up new boys this spring make sure to include Boys' Life along with the registration fees. There should only be one fee for joining Scouts. And remember Boys's Life is a requirement for the **Great Expectation**.

Don't forget to visit Boys' Life Magazine online @ <http://www.boyslife.org>

For more information contact Clint Siskow at 402-639-6557 or [csiskow@mac-bsa.org](mailto:csiskow@mac-bsa.org)