



BOY SCOUTS OF AMERICA®  
SENECA WATERWAYS COUNCIL

December 1, 2011

Dear Friends of Scouting,

The Seneca Waterways Council, Boy Scouts of America is pleased to announce the development of our second annual "Scouter's Directory & Program Calendar". **We hope you will consider purchasing an advertisement** in our next edition as a way to help support Scouting and deliver your message to local youth groups.

This 90+ page book will contain useful information for Scouting leaders including: a 16-month planning calendar, event information, health and safety guidelines, training information and much, much more. The Scouter's Directory will be a professionally printed tool that leaders will refer to year-round to help plan and organize their local Scouting program. Over 4,000 copies of the Scouter's Directory will be distributed in May 2012 at our Council Program Kick-Off and at other events throughout the Spring and Summer of 2012 and into 2013.

The Seneca Waterways Council serves an annual membership of over 16,000 Cub Scouts, Boy Scouts, Venturers, Explorers and their families in over 580 different units. Your support of Scouting by purchasing an advertisement in our program book will help us deliver a strong Scouting program to another generation of youth.

I hope you will take the time to consider supporting our Scouting programs in Monroe, Ontario, Seneca, Wayne & Yates Counties. Please fill out and return the enclosed form to reserve your advertising space. Advertising space is limited and will be offered on a first come first serve basis with a **deadline of April 1st**. Enclosed, please find a rate sheet.

I will look forward to hearing from you!

Sincerely,

District Calendar Sales Chairperson

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