

** FOR IMMEDIATE RELEASE **

Twin Tiers Boy Scout Adventure Camps Celebrate Anniversaries in Style
Camps Brulé (PA) and Gorton (NY) Unveil New Logos to Mark the Occasion

Elmira, NY (February 26, 2014) –Today Five Rivers Council, BSA Scout Executive Bill McCahill announced the 90th and 86th anniversaries of two Twin Tiers adventure camps, Gorton and Brulé, respectively. To mark the occasion and fortify the Council's commitment to *adventures in membership*, two newly designed logos were released and shared on the council's website and facebook pages.

For over 90 years Scouts of all types have enjoyed the summer camp experiences available here in the Twin Tiers. Each summer Scouts depart camp with new life-long friendships, new skills and knowledge, stronger moral character and find themselves a few steps closer to the rank of Eagle.

"We are very proud of the traditions that these logos represent and the promise that they make leading forward," stated Five Rivers Council Scout Executive, Bill McCahill. "We wanted the logos to be distinct yet complimentary, unifying two of the Council's greatest assets into one 'adventures in membership' message. I think that's what we've accomplished and I trust that today's youth, and their parents, will continue to consider Camp Brulé their favorite homes away from home."

For ninety years, Scouts from across the country and all over the world have learned the virtues of Scouting at Camp Gorton. Located on the eastern shore of Waneta Lake in New York's Finger Lakes region, Camp Gorton has been referenced as one of America's Finest Scout Camps. This combination of history, quality, size and location provides some of the best summer camp or weekend camping facilities of any camp in the region. During the summer, Camp Gorton offers themed Cub Scout overnight resident camp programming. During the winter months Camp Gorton is busy hosting events such as the nationally recognized Venturing Biathlon, winterees, unit camping trips and the polar bear weekends.

For eighty six years <u>Camp Brulé</u> (brew-lay) has been nestled quietly in the beautiful "Endless Mountains" of Sullivan County in central Pennsylvania. During the summer <u>Camp Brulé</u> is open for Boy Scout overnight resident camp. Camping programs for Venturers as well as several specialty camps are also available during the spring and

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early summer. Year-round <u>Camp Brulé</u> offers many high adventure programs including high-ropes training and a climbing tower, both part of <u>Project COPE</u>. During winter months Camp Brulé hosts numerous events including winterees, a polar bear plunge fundraiser, and much more.

Both adventure camps are open year-round and offer primitive tent camping as well as heated cabin rentals and full kitchen access. When not hosting Scouting events, other groups and organizations are encouraged to utilize these, and many other outdoor opportunities. Information is available and reservations can be made by contacting the official Scout Shop at the Arnot Mall.

Mansfield University graphic design students, under the direction of Professor Michelle Schlegel, collaborated with local artist and Eagle Scout, Jesse Reib, <u>HLA Marketing</u> in Elmira, and the Five Rivers Council camping and marketing committees to design the two new camp logos. Preliminary concepts from the graphic design students at Mansfield University were recently shared on the Five Rivers Council facebook page.

Since its inception in 1910 The Boy Scouts of America has been the Nation's premier youth development organization with more than 100 million youth and adult members. The local Five Rivers Council, a United Way agency, serves youth of all types across 10 Counties in the Southern Tier of New York State and Northern Tier of Pennsylvania. Council adventure camps Gorton and Brulé operate in New York's Finger Lakes region and Northern Pennsylvania respectively, hosting year-round adventure and leadership development programming.

To learn more about the Boy Scouts of America and the Cub Scout, Boy Scout and Venture programs, visit beascout.org.

For more information, please contact:
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