



# ALL NEW! HEROES of CONSERVATION

## BOY SCOUTS DIVISION

### HISTORY OF THE HEROES OF CONSERVATION PROGRAM

In September 2005, *Field & Stream*, the world's leading outdoor magazine, featured an article titled "Heroes of Conservation" that focused on grassroots conservation efforts being led by extraordinary outdoorsmen. Out of this editorial platform, a new awards program was launched to recognize sportsmen dedicated to the protection of fish and wildlife.

"This is a great opportunity to recognize conservationists in your area," says *Field & Stream* editor-in-chief Sid Evans. "From the guy down the street who has been quietly removing trash from a trout stream for twenty years to someone building duck habitat, no project is too small. We're honoring these outdoorsmen for actively preserving our heritage and letting them know their efforts have not gone unnoticed."

At Field & Stream, conservation has been a core value for more than 100 years. We are thrilled to extend our Heroes of Conservation program to include the Boy Scouts of America and to draw national attention to what the Boy Scouts are also doing to promote conservation.

In 2007, Field & Stream is creating an all new division of the Heroes of Conservation program exclusively for the Boy Scouts. The prize category will be awarded to a single Boy Scout Troop that is actively working on a grassroots conservation project. It can be as simple as cleaning up garbage from the local trout stream or planting habitat for native gamebirds, but it must be hunting or fishing related.

Troops must enter their projects to Field & Stream by May 15. Editor-in-Chief Sid Evans and a panel of judges — conservation leaders from around the country — will review all entries and select the winning troop to be recognized at the annual gala celebration in September 2007. Each scout in the winning troop will receive a select prize package of outdoors equipment.

Our hope is to get as many troops involved this year as possible and build a partnership with the Boy Scouts for years to come.

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