



The Boy Scouts of America is proud to announce that we will be a featured category on the February 25 episode of Jeopardy!. This is a tremendous opportunity to extend our brand footprint to a nationally televised audience during our 100-year celebration.

Jeopardy! has been the top-rated television game show for several years. Having the opportunity to align our brand and movement with such a highly visible platform is strategically sound and organizationally exciting.

Be sure to stay tuned for the entire show, including the commercial breaks, because the BSA will be spotlighted during the first or second commercial break.

Brand Management would like to thank Scout Executive Jim Martin and the staff at the Golden Empire Council for supporting this effort.

Please check your local listings for stations and times in your area.

If you have questions, please contact Eric Moore at the BSA national office at eric.moore@scouting.org.