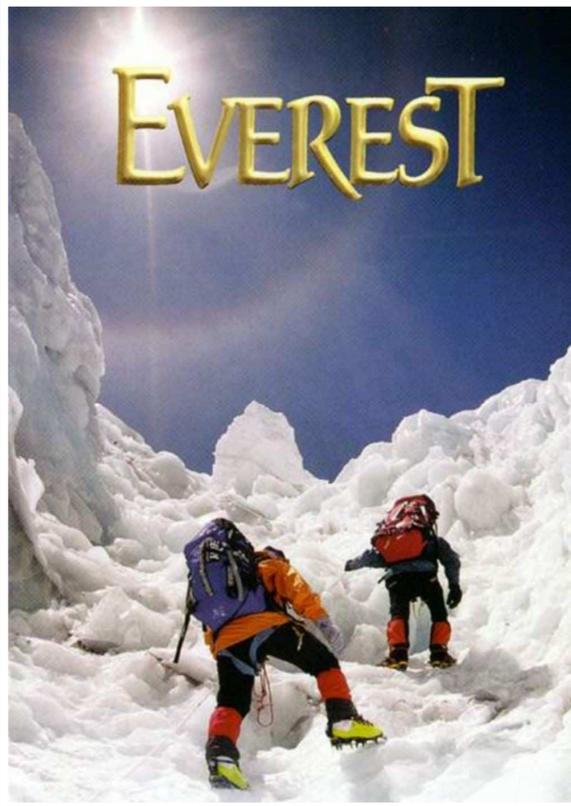


# **SPIRIT** *of* **ADVENTURE**

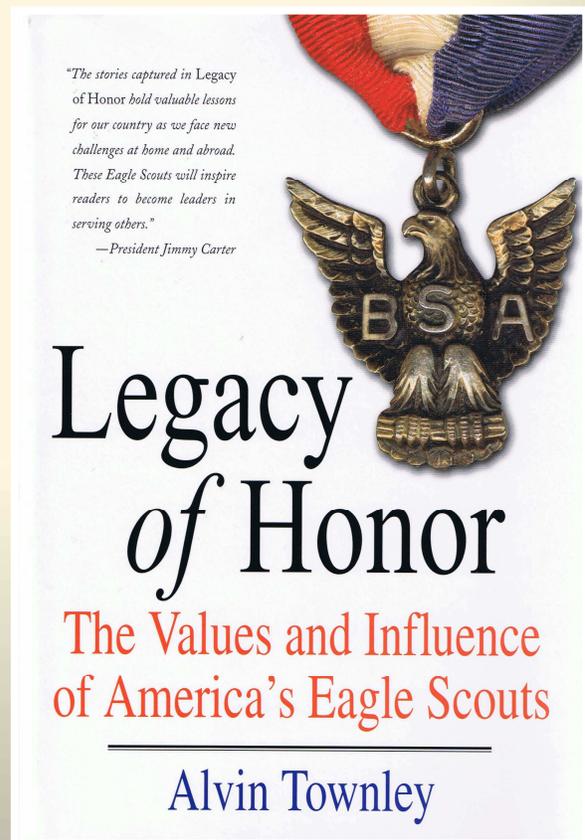
**A MACGILLIVRAY FREEMAN FILM**

Executive Producers Alvin Townley and Burton Roberts



***From the Academy Award®  
nominated producers of  
EVEREST,  
the highest-grossing  
documentary of all time....***

***...and from the best-selling author of  
LEGACY OF HONOR....***



*"The stories captured in Legacy of Honor hold valuable lessons for our country as we face new challenges at home and abroad. These Eagle Scouts will inspire readers to become leaders in serving others."  
—President Jimmy Carter*

# Legacy of Honor

**The Values and Influence  
of America's Eagle Scouts**

**Alvin Townley**

*...comes a motion picture that will reignite a Movement and inspire a nation  
with Scouting's SPIRIT OF ADVENTURE.*



**Addressing America's challenges.** As Scouting begins this new century, America needs its programs more than ever – yet too many youth and adults who could benefit from Scouting are not involved. For our country's sake, Scouting need to reach these individuals.

***America's challenges***

***Scouting solutions***

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**Personal responsibility**

Scouts learn to take charge of their lives, make independent choices, and accept responsibility for actions or inactions.

**Health and fitness**

Scouting provides the exercise and outdoor activity today's youth and families need. It develops healthy lifestyle habits.

**Leadership and motivation**

Scouting instills leadership skills and personal motivation via goal-oriented training, experiences, and advancement.

**Broad education**

Scouting skills and merit badges equip youth with the broad knowledge they need to reach their potential.

**Character**

In Scouting, youth find leaders, friends, and communities that instill strong values as they mature into unique individuals.

**Citizenship and service**

Scouts adopt principles of collective citizenship, learn about duty to others and our planet, and develop a spirit of service.

**Mentoring**

Scouting helps youth build relationships with adults who help them develop into successful young men and women.

**How can we instill these values in youth and families effectively?**

***Show them Scouting in a new, exciting, and relevant way...***

**Mission.** To bring the values of Scouting to more Americans, MacGillivray Freeman Films and Alvin Townley are partnering to produce a high-definition, high-adventure widescreen film that will share Scouting's story in a new, powerful, exciting, and strategic way. The film and its related initiatives will:

**1. Attract new members to Scouting**

- The film will carry Scouting's story to the American public in a new and powerful way. Through their actions and words, the film's subjects will prove Scouting's value proposition to individuals, families, and communities currently uninvolved.
- SPIRIT OF ADVENTURE will attract new members by introducing more youth and families to Scouting.

**2. Inspire current Scouts, leaders, and alumni**

- The film's excitement, role models, and message will inspire current Scouts to continue their journey and will remind adults of Scouting's lifelong trail.
- Alumni will renew their support of the Movement with their time, advocacy, funds, and children's membership.

**3. Support Scout units and local councils**

- Film screenings can energize local councils, units, communities, and donors; the film and its resources will enrich the unit-level Scout experience.
- Edited clips will provide units and councils with modern, inspiring, and effective tools for teaching, recruiting, and fundraising.
- Related programs offer new tools to help Scouts, leaders, and volunteers.

**4. Inspire America and reignite Scouting**

- SPIRIT OF ADVENTURE brings Scouting's story to the American public in a subtle yet engaging manner, reminding everyone of Scouting's role and inspiring all viewers to pursue their own adventure with a greater purpose.
- Publicity and impressions will bring new momentum to Scouting's Second Century.



**A global odyssey to rediscover Scouting.** By canvassing the globe to meet truly extraordinary young men and women, this high adventure film will capture the imagination of the public, families, alumni, and our Scouts while introducing America to a rising generation of servant leaders.

***SPIRIT OF ADVENTURE*** – a high-definition widescreen production

To rediscover Scouting, two co-hosts set out on a sweeping global adventure to learn how Scouting has shaped a new generation of leaders and how these young men and women are, in turn, shaping our world. As it moves from location to location, this groundbreaking feature-length high adventure film will introduce audiences to former Scouts who are living the values of Scouting as they pursue adventures with a greater purpose.

Regardless of viewers' familiarity with the 40-million strong worldwide Scouting Movement, SPIRIT OF ADVENTURE will share Scouting's important story, teach the values of character and service, and inspire youth and adults alike to live and serve with purpose and passion.

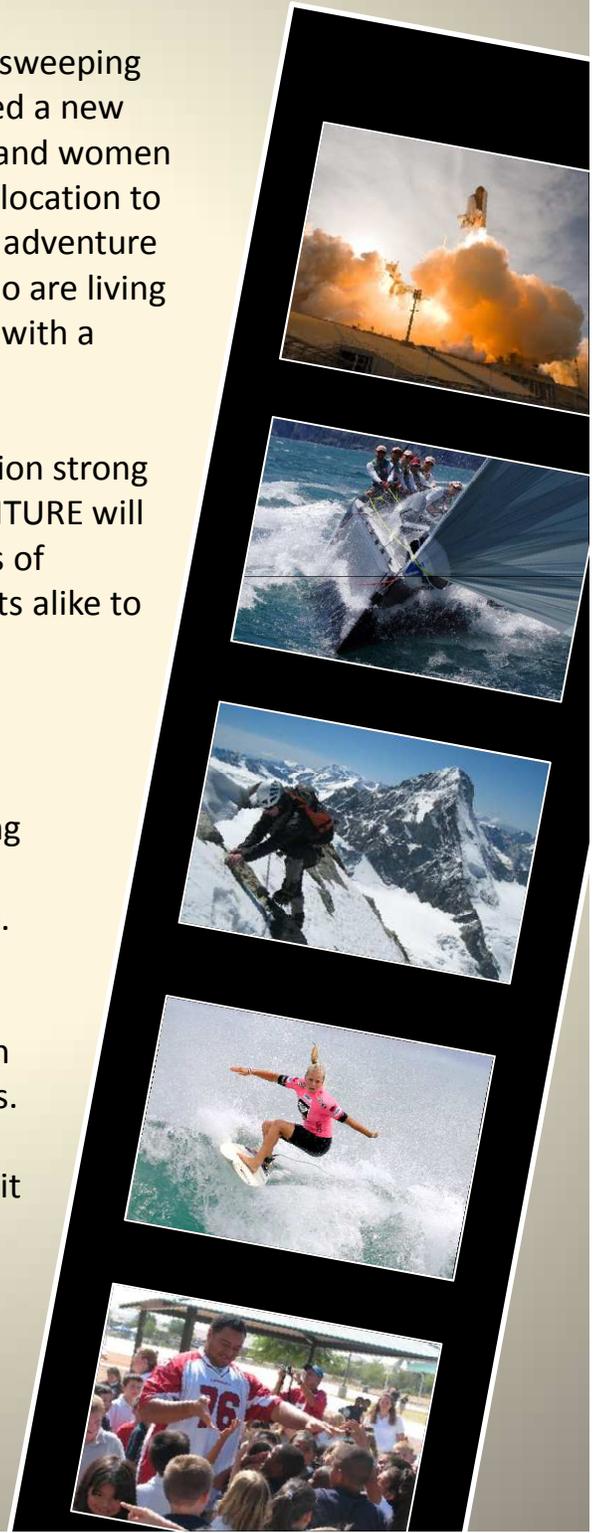
The film unites America's Scouting family and features alumni of Boy Scout and Girl Scout programs, broadening the film's appeal and joining two organizations that share common goals and common founders in Lord and Lady Baden-Powell.

The following pages offer potential film subjects who our hosts will meet and interview on location as their compelling worldwide odyssey progresses.

No medium has ever captured Scouting's rich spirit and told our story in such a compelling manner.

View the conceptual trailer at:

[www.AroundTheWorldProductions.com/SpiritofAdventure](http://www.AroundTheWorldProductions.com/SpiritofAdventure)



**Potential subjects.** Producers and lead funders will determine the final list of featured former Scouts, aiming to offer viewers a diverse and engaging slate of subjects who will represent the breadth of Scouting and who will resonate with America. Six potential candidates are listed below. *NOTE: Final subject list may vary based on numerous factors.*



**Frank Weisser** – LCDR Frank Weisser pilots Blue Angel Five, the lead solo plane in the U.S. Navy’s elite flight demonstration squadron, the Blue Angels. Frank lives the adventure of flight while serving his country. He credits Scouting with helping him learn to set high goals. Location: Pensacola, Florida or USS *Nimitz*.



**Steph Wear** – As a Girl Scout, Steph Wear learned about her responsibility to the environment and she now helps direct the coral reef conservation program for The Nature Conservancy, traveling and diving around the world to train other marine biologists and study the precious and fragile ecosystems of our oceans’ coral reefs. Location: Florida Keys or PALAU.



**Erik Fisher** – Eagle Scout Erik Fisher competes in the Super-G event on the U.S. Ski Team, and aims to accompany the team to Sochi, Russia, for the 2014 Winter Olympics. Representing his country, he races down slopes at blinding speeds, truly living an adventure. Location: Salt Lake City, Utah



**Sheryl Crow** – Renowned singer and musician Sheryl Crow learned to leave her campsites better than she found them while growing up in Girl Scouts. She has since endeavored to use her musical success as a Grammy Award-winning singer to improve the world for others. Location: Los Angeles, California



**Buey Tut** – Buey fled Sudan at age twelve then survived a violent Omaha housing project thanks to Scouting. After beating the odds and graduating from the University of Nebraska, he worked on Capitol Hill then founded Aqua-Africa, an organization that drills water wells for needy villages in South Sudan. Location: SOUTH SUDAN



**Pip Coe** – Now an instructor at the National Outdoor Leadership School (NOLS), Pip began paddling as a Girl Scout and never stopped. She worked at the Nantahala Outdoor Center, sharing her passion for running rivers and conserving their watersheds. Pip now guides and instructs NOLS students on expeditions around the world. Location: Ocoee River, Tennessee

**Additional subject options.** As on other pages, the images on this page represent potential film subjects.

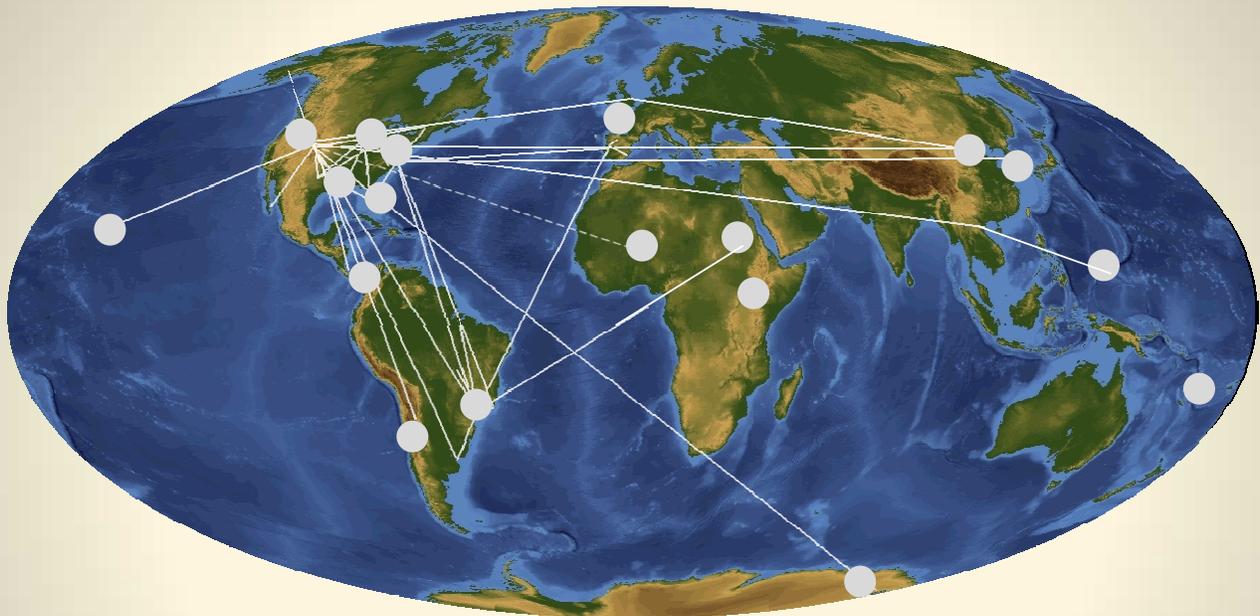
**NOTE:** *The production team and sponsors will determine final list of subjects.*

- Philmont rangers
- Peace Corps volunteers
- Rodeo riders
- Climbing instructors
- Jon Heder, actor
- Astronauts
- Entrepreneurs
- Special Forces
- USAF sky diving team
- Competitive kayaker
- Medical missionaries
- China Care founder
- Teach for America
- U.S. Sailing team
- Professional surfer
- NFL and MLB athletes
- Red Shirt volunteers
- Other adventures who are serving others



**Potential locations.** Scouting's alumni have traveled far and wide, living out the values they learned as youth. Whether they are serving others in foreign nations or in local communities, they *are* Scouting's story. The production team will travel to a mix of domestic and international locations to capture diversity and reach of Scouting.

**NOTE: Production team will finalize list of subjects and locations.**



- USS *Nimitz*, Pacific Ocean
- PALAU
- Great Barrier Reef, AUS
- Beijing, CHINA
- Brownsea Island, ENGLAND
- Nyeri, KENYA
- Nantahala River, N. Carolina
- New York, New York
- Baltimore, Maryland
- Los Angeles, California
- Cimarron, New Mexico
- Colorado Springs, Colorado
- Islamorada, Florida
- Langabu, SOUTH SUDAN
- Cotonu, BENIN
- Lima, PERU
- Andes Mountains, CHILE
- McMurdo Station, ANTARCTICA

**Reaching viewers and markets.** Through careful planning, the production team will ensure this high-definition widescreen film and its message receive maximum exposure in appropriate Scouting and public circles.

### 1. Scout events

- Group showings at large events such as camporees, jamborees, and district/council events.
- Local theater Scout nights (museum/science theaters).
- Theater screenings for donors and fundraising.
- Summer camp tour.
- Unit meetings, events, and trips.

### 2. Film festivals

- Leverage MacGillivray Freeman brand to screen film at film festivals nationwide and internationally.
- Engage local Scouts and alumni at festival events.

### 3. Network airings

- Airing of film by interested and appropriate network channels (PBS, Discovery, National Geographic, Outdoor, etc.).

### 4. Non-Scouting audiences

- Scouting can use the film to engage other groups interested in youth development, outdoor adventure, conservation, character, and adventure with purpose.

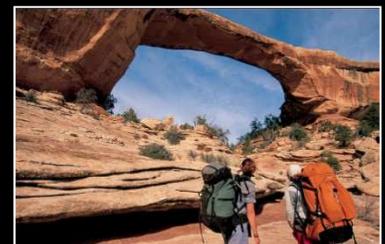
### 5. Charter partners

- Screenings will engage communities who already support Scouting and instill greater appreciation, drive new membership and support, and share Scouting values.

### 6. Private viewing

- DVD purchases via retail and Scout channels.
- DVD rentals and video streaming.
- Other online access.

*SPIRIT OF ADVENTURE will be a high-definition, widescreen theatrical production.*



**Benefits to Scouting.** The film will create valuable opportunities for more youth to have a positive Scouting experience and help strengthen Scouting programs and organizations.

### **Benefits to Scouts**

- Introduces new ideas and life possibilities
- Provides positive role models
- Inspires participation in new experiences
- Provides good leaders via alumni reengagement
- Encourages retention and advancement
- Develops health, citizenship, and good character

### **Benefits to Boy Scouts of America and Girl Scouts of the USA organizations**

- Reaches target markets with a compelling message
- Provides a powerful tool for retention, recruitment, and fundraising
- Engages new leaders and charter partners
- Leverages BSA and GSUSA National/local foundations to raise funds, if desired
- Builds Scouting brand in public marketplace
- Uses third-party expertise, independence, and validation



**The production team.** The SPIRIT OF ADVENTURE production team understands Scouting, film production, and adventure with purpose. The four passionate individuals leading this project will ensure the end product reflects the values and spirit of Scouting and engages viewers inside and outside the Scouting community.



**Alvin Townley** (at Baden-Powell gravesite in Kenya) – Eagle Scout and best-selling author Alvin Townley has written the nationally acclaimed books, *Legacy of Honor*, *Spirit of Adventure*, and *Fly Navy*. He has traveled thousands of miles across the country and around the world to discover Scouting’s legacy and share its message, effectively engaging members of Scouting and the general public. Alvin serves as the film’s executive producer, securing funding, driving the storyline, and overseeing related program initiatives.

**Greg and Shaun MacGillivray** – Academy Award® nominated director Greg MacGillivray founded Laguna Beach-based **MacGillivray Freeman Films** in 1975 and has become one of the documentary film world’s most acclaimed and prolific directors, producing thirty-five high-adventure IMAX® films, including two of history’s top three highest-grossing documentaries. His son Shaun has now produced three IMAX® films and is leading the expansion of the company’s multi-platform digital operations.



**Burton Roberts** – An Eagle Scout, Northwestern University MBA, and veteran of the CBS show *Survivor*, Burton brings deep on-location filming and global production expertise to this venture. He worked extensively with the Boy Scouts of America during their 100th Anniversary celebration and has produced numerous adventure-related programs and pilots for major networks and multi-platform outlets.



**MacGillivray Freeman Films.** MacGillivray Freeman films shares a passion for “adventure with purpose,” and believes in the Scouting program and its values.

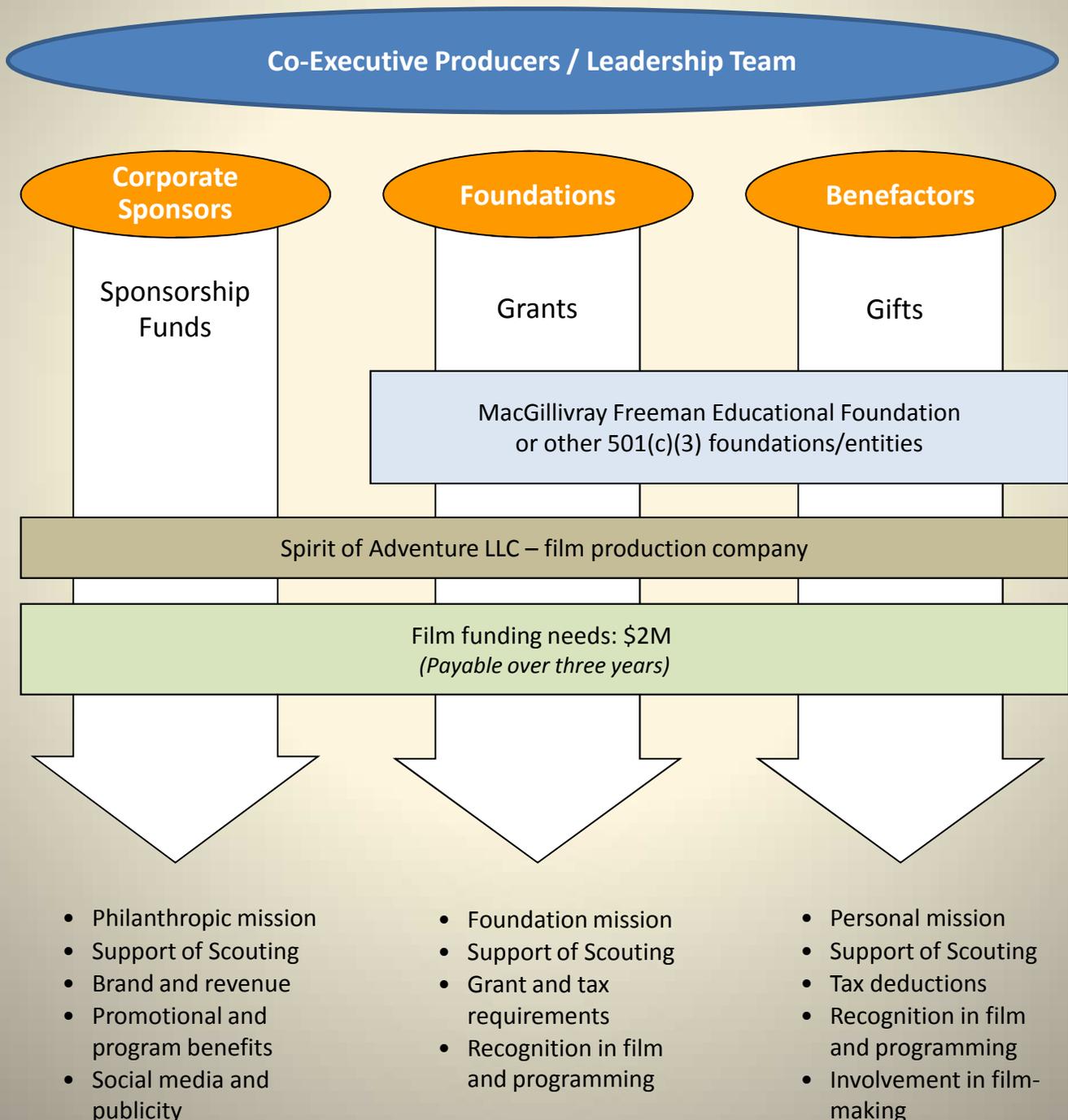
- Founded 1975, Laguna Beach, California, by Greg MacGillivray.
- World leader in IMAX®, adventure, and purpose-driven films.
- Academy Award® nominated company.
- Produced two of the world’s top three highest-grossing documentary films (*Everest* and *To Fly*).
- 25 million people see a MacGillivray Freeman film each year and their films have grossed more than \$1 billion.
- Founder/director Greg MacGillivray is highly-honored and has shot more 70mm (IMAX®) film than anyone in history. *Note that SPIRIT OF ADVENTURE will be a widescreen production, not IMAX®*
- MacGillivray Freeman Films has worked with musicians and narrators including:
  - Paul McCartney
  - Liam Neeson
  - Meryl Streep
  - Robert Redford
  - Sting
  - Pierce Brosnan
  - Dave Matthews Band
  - The Moody Blues
- Past sponsors and partners include:
  - Teva
  - Porsche
  - Audubon Nature Institute
  - National Science Fdn
  - Polartec
  - Boeing
  - Naval Aviation Museum Fdn
  - United Airlines
- Academy Award® nominated films and box office leaders include:
  - *To Fly*
  - *The Living Sea*
  - *Mystery of the Nile*
  - *Amazing Caves*
  - *Everest*
  - *Dolphins*
  - *Greece*
  - *Coral Reef Adventure*



**Timeline.** Led by experienced hands Burton Roberts and Shaun MacGillivray, the production team will press hard to keep the film on schedule for a Summer 2014 release and accompanying national summer camp tour. The funding team will be involved throughout the process and the team will coordinate with BSA, GSUSA, and other entities to ensure cooperation and input.



**Film funding model.** Fundraising will begin by identifying vested partners who will help raise the requisite \$2M, with contributions *payable over three years*. The film company, Spirit of Adventure LLC, will accept corporate sponsorship funds directly and receive charitable gifts via the MacGillivray Freeman Educational Foundation or other 501(c)(3) entities. The BSA and GSUSA can show the film and use clips without charge. Proceeds from other sales and use will help promote the film and support programs and initiatives that will grow Scouting.



**Next.** Next, we must build a team of visionary and engaged individuals who share a passion for Scouting and understand how this film and its related programs can reignite our Movement and re-engage America. *If not us, then who? If not now, then when?*

The values of Scouting remain strong in America, but at the dawn of our second century, our Movement needs a Resurgence. We must inspire our Scouts and leaders, while reminding America that Scouting offers youth the foundation they need to realize their aspirations.

By supporting SPIRIT OF ADVENTURE, you can help grow Scouting once again, strengthen our brand, and restore our place in America.

Please consider how you can help by calling upon:

- Private resources
- Foundation resources
- Corporate resources

Together, we can invest in Scouting and shape our nation's future.

*In all of this, it is the **spirit** that matters...*

– Lord Robert Baden-Powell



# **SPIRIT** *of* **ADVENTURE**

**A MACGILLIVRAY FREEMAN FILM**

**To participate in making this important film, please contact:**

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