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OBAMA SPEECH CHALLENGES YOUNG AMERICANS; NEW BOOK EXPLORES THEIR RESPONSE

NEW YORK, May 18, 2009 – In his widely-watched Sunday commencement address at Notre Dame University, President Barack Obama pointed out the challenge facing America's rising generation "to remake our world to renew its promise." He called upon this young generation to fulfill that task by responding strongly to pressing economic, ethical, and environmental crises at home and abroad.

Nationally-acclaimed author **Alvin Townley** explores how that generation is responding to those challenges in his new book, *Spirit of Adventure* (Thomas Dunne Books/St. Martin's Press, May 2009). The book takes readers across the country and around the world as it highlights Eagle Scouts in their 20s and 30s who are answering the President's call by becoming leaders and serving others.

In his extensive travels, Townley found doctors treating women and children in Afghanistan; a marine biologist studying how climate change affects Pacific coral reefs; Peace Corps volunteers serving in Africa; inner-city teachers tackling the problems of education and poverty; soldiers and pilots serving their country; and an NFL Super Bowl starter devoted to children in need. With these and many other stories, Townley introduces America to its next generation of leaders; a generation answering the challenges outlined by the President.

"*Spirit of Adventure* shows the world how this rising generation is shaping the future in its own distinct way," said author Alvin Townley, 33. "At home and abroad, we are starting to inherit the reins of leadership and we're being driven by a sense of purpose to make the world a better place. We face a lot of challenges right now, but these stories point to a new hope and a bright future for America."

NFL Super Bowl MVP **Peyton Manning** commented, "Like so many of us, these Eagle Scouts are out there pushing limits, exploring new possibilities, and serving other people. *Spirit of Adventure* tells a compelling story about a new generation and America's future."

Snapshots (*These and others are available for interviews*)

1) Two cousins fled Sudan at age twelve and arrived in a violent Nebraska housing project. "Only three people were brave enough to come into our apartments," one said. "The police, Jehovah's Witnesses, and our Scoutmaster." Scouting changed their lives forever, and now they are improving life for thousands in their native East Africa by drilling wells that provide villages with clean water.

2) Against all odds, twin brothers from a poor neighborhood became accomplished surgeons,

and have since completed two dangerous and independent medical missions into Afghanistan to serve women and children. The pair was supported only by the local militiamen they hired; caves were common operating rooms. Now, local Afghans know them as *doganagy*, or “same face healers.” (Featured on/in: *Oprah*, *CBS Evening News*, *Washington Post*, *Men’s Health*, *Ebony*, and others)

3) An aspiring Scout undertook a service project to earn his Eagle Scout badge, and started the China Care Foundation, which provides medical care and adoption assistance for Chinese orphans. Now, nearly ten years later, this Harvard graduate oversees the foundation’s multi-million dollar budget and has changed the lives of thousands of children. (Featured on/in: *Oprah*, *ABC WorldNews*, *The Early Show*, *People*, *Family Circle*, and others)

About Eagle Scouts

While *Spirit of Adventure* appeals to a broad audience, it emphasizes young men who attained Eagle Scout, the highest rank in the Boy Scouts of America, which celebrates its Centennial Year during 2009 and 2010. More than 112 million youth have been members since 1910, with 2 million earning the rank of Eagle Scout, including 52,000 in 2008. Only 4% of Scouts attain Eagle. These young men must earn 21 challenging merit badges, advance through a series of ranks, complete a significant service project, and hold positions of leadership. Eagle Scouts comprise 12-15% of classes at our military academies, 9% of the U.S. Senate, and Townley’s research has found them in disproportionately high numbers in numerous positions of leadership and service.

About Alvin Townley

Alvin Townley is an Eagle Scout, graduate of Washington & Lee University, and author of the acclaimed *Legacy of Honor* (St. Martin’s Press, 2007). He has traveled thousands of miles across America and around the world to capture stories of character, purpose, and adventure. He is considered an independent expert on Scouting, ethics, and America’s rising generation.

Alvin has worked on Capitol Hill, managed strategy at a global firm, guest-taught at universities, coached track, and worked with inner-city youth. In writing his nationally-acclaimed first book, *Legacy of Honor*, he met with such Eagle Scouts as Michael Bloomberg, Cabinet Secretaries Robert Gates, Hank Paulson, and Gary Locke, J.W. Marriott, Jr., Bill Gates, Sr., and Supreme Court Justice Stephen Breyer. In his travels, he continues to gain insights from leaders of all generations. He lives in **Atlanta, Georgia**.

Learn more at www.AlvinTownley.com.

Opportunities are available to interview the author as well as young men included in the book. Interviews can be in person or via phone/video from US and international locations.