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MEDIA ADVISORY:

Trail Life USA Welcomes New Staff for 2014

Orlando, FL – Trail Life USA is kicking off the new year with additional staff for the long-anticipated rollout of their exciting national youth outdoor adventure program.

Mark Hancock, a founding Board Member and the Host/Director of Trail Life USA's Inaugural National Convention in September, steps into the role of Chief Operating Officer. He will oversee Trail Life USA's operations, currently virtual. He began his career founding a national advertising agency and holds two Masters Degrees in the Mental Health Counseling field, having spent a number of years in private practice, and has taught at secular and Christian colleges. An award-winning writer and international conference speaker, he lives with his wife and two sons in Port Orange, Florida. "I'm excited about the energy behind Trail Life USA, and the great future it holds for raising godly men. Our leadership team is strong and committed to building and maintaining an excellent program. Boys will love the adventure; parents will love the Christ-honoring character and leadership focus," Hancock said.

Interim Executive Director Rob Green (SC) will shed the "interim" title to serve as the National Director of Field Operations. Rob stated, "Trail Life USA is moving forward in the right direction. The Board and staff are positioned to grow and oversee a thriving and life-impacting program. I am honored to be a part of developing a national movement of this magnitude."

General Counsel Richard Mathews (TX) retains his title, but adds "National Director of Administration" to his list. His extensive legal and operational background in the field brings a wealth of experience. "I feel incredibly blessed to be a part of a program where I can contribute to teaching youth strong values in an adventure-filled program with others equally committed to the timeless values upon which this nation was built."

Other staff additions include Laura Burton (FL), National Program Coordinator; Carolyn Culbertson (SC), National Field Support Coordinator; Eric Dickens (FL), Executive Assistant to COO, and finance support personnel.

Media inquiries can be sent to Media@TrailLifeUSA.com.

A Troop Locator is now available on the website.