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FOR IMMEDIATE RELEASE:

Trail Life USA Solidifies Association with Manhood Journey

ORLANDO - Trail Life USA (TLUSA) solidified its association with the non-denominational Bible-based discipleship program, Manhood Journey, through the signing of a Memorandum of Ministry Association, a document reserved for ministries with a high degree of alignment and shared faith objectives.

"Manhood Journey has provided a great tool for our middle-grade Navigator Trailmen and their dads or mentors," said Mark Hancock, Chief Executive Officer of TLUSA. "Since day one we have recommended this dynamic hands-on interactive resource and have received rave reviews from leaders, dads, and boys who have taken advantage of this opportunity which could qualify a Trailman for his required Faith Building Activity or for part of our Worthy Life Award."

Kent Evans, Board Chairman of Manhood Journey, explained the value of the program, "Ours is a generation of absentee fathers. Many Dads have abandoned their son-shaping responsibility - physically, spiritually or relationally. This is taking a major toll on society: from stressed-out moms making up the difference to young men living confused and directionless lives. Manhood Journey can help fathers be intentional and engaged."

In celebration, Manhood Journey will continue to offer its 6 six-week modules to Trail Life USA Troops for free until January 2016, and then at a 30% discount afterwards.

"It's the best of both worlds," said Laura Burton, TLUSA National Registration and Program Manager. "Camping, hiking, shooting sports, and high-adventure in the outdoors with a volunteer-led leadership setting that honors Christ. Manhood Journey helps us be intentional about that connection."

With over 600 Troops and nearly 25,000 members in 49 states, Trail Life USA's unapologetically Christian stance is creating character and leadership opportunities that parents value alongside adventure that boys love.

For information about Trail Life USA, visit www.TrailLifeUSA.com or contact Media@TrailLifeUSA.com.

For information about Manhood Journey, contact www.ManhoodJourney.org or email Info@ManhoodJourney.org.

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