

April 24, 2017

FOR IMMEDIATE RELEASE:

### **Trail Life USA Announces ‘Trailmen Feed the Need’ Project**

GREENVILLE, SC- Trail Life USA, the Christ-centered outdoor adventure, character, and leadership organization for boys, is pleased to announce a strategic partnership with the Champion Group and the introduction of the “Trailmen Feed the Need” project.

Champion is a Christ-focused company based in Birmingham, Alabama that specializes in major fundraising events for Christian schools and ministries, having conducted over 2,600 major fundraising events in the US and Canada that have raised over \$100,000,000.

The primary tool to be utilized by Trail Life Troops is the “Trailmen Feed the Need” project, which provides 10,000 meals for hungry children and families in heavily underprivileged areas of our country. The four-hour indoor event allows Troops to potentially raise \$30,000 or more for local Troop needs, all while providing nutritious meals for the hungry.

Champion offers a variety of major fundraising event options for Trail Life Troops, including father/son sporting clay shoots, community serv-a-thons, live dinner auctions, and 100-hole golf marathons.

For more information about Trail Life USA, visit [www.TrailLifeUSA.com](http://www.TrailLifeUSA.com) or contact [Media@TrailLifeUSA.com](mailto:Media@TrailLifeUSA.com) for interviews.

For more information about the Champion Group, visit [www.ChampEvents.com](http://www.ChampEvents.com).

###