

On Veterans Day, Key Christian Boy Scouts Alternative Honors American Veterans, Encourages Patriotism

Trail Life USA () CEO Mark Hancock encourages all Americans to honor our veterans on Veteran's Day, and reaffirms Trail Life's dedication to inspire patriotism and build character in boys across America.

Hancock stated, "Theodore Roosevelt once said, 'No one can be a good American unless he is a good citizen, and every boy ought to train himself so that as a man he will be able to do his full duty to the community ... [to] act in a way that will give them a country to be proud of.' This is a philosophy we at Trail Life have lived by since our inception in 2014. It is fundamentally important that we instill character, honor and a sense of duty to God and others. These are key foundations in the mission of Trail Life USA.

"Every year on Nov. 11, Trailmen across America honor those in our military, both active and retired, who put their lives on the line to defend our country and our freedom," Hancock said. "We hold those men and women in the highest esteem. Rather than marching in a parade, cleaning a monument, serving meals or working with the Veterans of Foreign Wars, young men are engaging with veterans, learning about our heritage and honoring the proud legacy of our country.

"The Trail Life USA oath begins with the words, 'On my Honor,' Hancock said. "As boys engage with our veterans and witness character in their leaders, they come to understand the

meaning of the phrase 'On my Honor.' It is lived out by the rest of the Trailman Oath, 'I will do my best to serve God and my country; To respect authority; To be a good steward of creation; And to treat others as I want to be treated.' As these truths are lived out, the notion of honor is understood, 'On my Honor' takes on meaning, and boys grow to become honorable men."

Hancock concluded, "Here at Trail Life, we challenge boys to grow as courageous men of character as they discover, learn and grow through outdoor adventure and intentional mentoring. We think that the drive and daring of boys is exactly what's responsible for producing winning, determined, respectful, honoring men, and we are proud to foster that in boys across America." {eo}

Trail Life USA is the premier national character development organization for young men, producing godly and responsible husbands, fathers and citizens. Trail Life's mission is to guide generations of courageous young men to honor God, lead with integrity, serve others and experience outdoor adventure. Troops exist in all 50 states and are growing as Trail Life USA expands around the country. Find a troop for your son today, or start a troop in your area. Find out more at .

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