

# Boys Thrive in Trail Life USA, Which Sees Explosive Growth Despite COVID-19

Trail Life USA exists to guide generations of courageous young men to honor God, lead with integrity, serve others and experience outdoor adventures. The year 2021 proves it's working.

Trail Life USA has seen a 70% increase in new members over this time last year and a 30% increase over the same period of 2019. At a time when many businesses and organizations are seeing their numbers drop, Trail Life USA is experiencing explosive growth.

Mark Hancock, CEO of Trail Life USA, explained, "For much of the past year, boys were forced indoors as sports leagues were suspended, school became virtual, playgrounds were closed and the extracurricular activities boys enjoyed were shuttered. At Trail Life USA, we realized boys' need for action, adventure and fresh air. We saw research showing that the outdoors was the safest place for a boy to be and declared that we are open for adventure. Troops across the country became a lifeline for many boys who needed some sort of active outlet.

"As America opens up again, I think Trail Life is continuing to thrive as families evaluate what activities they choose to reengage in," Hancock said. "One of the positive things to come out of the past year has been the reconnection of families. Families had become so busy being busy. Many are evaluating what activities are worth giving up dinner table conversations, back-yard games and fun weekend trips. They are slowing down and looking for opportunities that maximize growth and relationships. At Trail Life USA, the twin emphasis on connecting boys with dads and dad-likes, and growing

character and leadership through outdoor adventure are resonating strongly with parents and churches.”

In a recent interview, Hancock said, “Troops are springing up as churches understand that Trail Life USA is not just a program seeking to meet at the church. Trail Life USA is a ministry of the church. We are, at our core, a Christ-centered program that utilizes the outdoors to draw boys and their families into a closer relationship with their creator. It’s a significant distinction, and we are seeing unprecedented growth. Churches are attracted to our model as a means to engage men, connect fathers and sons, impact families and grow the church.”

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. Get involved in a troop near you, or start a troop in your community today.

*Since **Trail Life USA** launched on Jan. 1, 2014, it has grown to over 30,000 members in over 850 Troops across the nation. The K-12 program centers on outdoor experiences that build a young man’s skills. A robust awards program motivates young men to grow on a personal level to become role models and leaders among their peers. Living the Trail Life USA is a journey established on timeless values derived from the Bible.*

*Discover more about Trail Life USA at [TrailLifeUSA.com](#), Facebook, Instagram, Twitter, YouTube or Vimeo.*

*Follow breaking news like this and more in our new platform, CHARISMA PLUS.*