



BOY SCOUTS OF AMERICA

For Immediate Release

Popcorn Campaign Contact:

Colette Taylor, Finance Director
Boy Scouts of America
Western Los Angeles County Council
Phone: (818) 933-0104
Fax: (818) 901-4889

Media Contact:

Romy Longwell, Director of Communications
Boy Scouts of America
Western Los Angeles County Council
Phone: (818) 933-0103
Fax: (818) 901-4889

**Boy Scouts of America Kicks Off Annual Popcorn Campaign...
And It's Free of Diacetyl**

September 6, 2007. . . Western Los Angeles County Council, Boy Scouts of America is excited to announce the kick-off of its annual popcorn sale this weekend. Additionally, it is proud to be a leader with its partner and supplier Weaver Popcorn Company which has taken an industry-leading role by removing Diacetyl flavoring from its Boy Scout sold product, Trail's End microwave popcorn. In fact, all Trail's End popcorn products are free of the dangers of Diacetyl and safe for scouting supporters to enjoy.

With recent reports warning the public of safety concerns related to exposure to Diacetyl, an additive often used in butter flavorings in microwave popcorn, the Boy Scouts of America and the Weaver Popcorn Company understand the importance of giving consumers a safe alternative.

Western Los Angeles County Council, Boy Scouts of America, along with other Boy Scout Councils across the nation, will kick-off their Annual Popcorn Campaign this Saturday with sales continuing throughout the fall. More than 70% of sale proceeds will stay within troops and packs and the local council that serves them, to assist them in paying for their annual activities, camping excursions, and for necessary equipment.