



NATIONAL COUNCIL  
BOY SCOUTS OF AMERICA

**PRESS RELEASE**

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**BOYS' LIFE MAGAZINE PROMOTES ENVIRONMENTAL  
LEADERSHIP WITH SUSTAINABLE FORESTRY INITIATIVE®  
FOREST CERTIFICATION**

DALLAS, Texas (April 24, 2009)—Boys' Life magazine, the youth monthly published by the Boy Scouts of America, has become certified by the Sustainable Forestry Initiative, an organization dedicated to promoting sustainable forest management.

From the forest to BSA headquarters to the pressroom to the mailboxes of more than 1 million subscribers each month, Boys' Life adheres to a strict policy of environmental responsibility.

"At its heart, Boys' Life is about the outdoors and about teaching our young readers to be good stewards of the outdoors," says Mike Goldman, managing editor of Boys' Life. "We are dedicated to minimizing our magazine's impact on the earth while maximizing our readers' enjoyment of nature."

As part of its certification, the Boys' Life workflow at its printing partner, Quad/Graphics, will be required to undergo annual surveillance audits as well as full certification against the SFI Standard every five years, conducted by independent, accredited certification bodies. All audit reports are published on the SFI program's website at [www.sfiprogram.org](http://www.sfiprogram.org).

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“Demand for products from well-managed forests is increasing worldwide and with today’s announcement, Boys’ Life joins a growing number of companies that are demonstrating their environmental commitment through certification to the SFI program,” said SFI Inc. President and CEO Kathy Abusow. “Boys’ Life has taken a leadership role by supporting global efforts to improve forest practices.”

With more than 154 million acres certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.

For more about Boys’ Life and SFI, visit [www.boyslife.org/SFI](http://www.boyslife.org/SFI).

### **About Boys’ Life magazine**

Award-winning Boys’ Life has been America’s leading youth publication since its beginning in 1911. The 1.1-million circulation flagship magazine of the Boy Scouts of America has positively influenced generations of readers and shall continue to educate and entertain generations to come. [www.boyslife.org](http://www.boyslife.org)

### **About the Boy Scouts of America**

Serving nearly 4.7 million young people between 7 and 20 years of age with more than 300 councils throughout the United States and its territories, the Boy Scouts of America is the nation’s foremost youth program of character development and values-based leadership training. [www.scouting.org](http://www.scouting.org)

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