

FOR IMMEDIATE RELEASE

Before you send: replace each bracketed field with your event details, add your council's media-contact info at the bottom, then email to local newspaper, TV, and radio assignment desks 3–4 weeks out.

Best-Selling Author and Fox Reality-Show Champion Terry L. Fossum to Headline [Council / Event Name]

From the wrong end of an assault rifle to national television — an Eagle Scout brings his improbable true story to [City].

[CITY, STATE] — [DATE] — [Council Name] will welcome **Terry L. Fossum** — a **#1 Wall Street Journal bestselling author**, the **#2 New TEDx Talk in the World**, and the winner of Fox's 2017 prime-time reality competition *Kicking & Screaming* — as the featured speaker at [Event Name] on [Date] at [Venue, City]. The event is open to the community; [admission / ticket details].

Fossum's story is not a typical motivational talk. He was born in the poorest city in the United States, surrounded by gangs and drugs. As a boy, he stared down the wrong end of an assault rifle in his own back alley. In high school, his father was killed, and a neighbor told him that not a single one of the Fossum boys would ever grow up to be anything.

That neighbor could not have been more wrong. Fossum credits one thing with changing the course of his life and his brothers': Scouting. He went on to become an Eagle Scout, a **former U.S. Air Force Captain** who served as an Executive Officer overseeing a group of nuclear B-52 bombers during the Cold War, a self-made millionaire, and a best-selling author — while one of his brothers went all the way to becoming a **U.S. Astronaut**.

Today Fossum tells that story from stages across the country, and councils consistently report **15–20% increases in giving and attendance** at events where he speaks. Named **LA Magazine's 2024 Person of the Year**, he has shared his message on more than 1,500 stages and been featured on the Wall Street Journal, USA Today, Fox, ABC, NBC, CBS, Hulu, and Prime Video.

"[Insert a sentence from your council executive on why this event matters to your community and to local Scouting.]" said [Name, Title, Council].

[Event Name] will be held [Date and Time] at [Venue, Address, City]. [Admission / ticket / RSVP details.] To learn more or reserve seats, visit [your registration link].

About Terry L. Fossum

Terry L. Fossum is an Eagle Scout and Vigil Honor member of the Order of the Arrow who has served Scouting for more than 45 years — as a Scoutmaster and as President and Endowment Chair of his council. He is a **#1 Wall Street Journal**, **Amazon**, and **Barnes & Noble** best-selling author and a **USA Today** best-seller; his TEDx talk was ranked the **#2 New TEDx Talk in the World**. A former U.S. Air Force Captain and Executive Officer, he won Fox's 2017 reality competition *Kicking & Screaming* representing the Boy Scouts of America as the oldest competitor on the show. Learn more at terrylfossum.com.

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