



Kenya Scouts Association



KENYA SCOUTS ASSOCIATION TO RECRUIT 1 MILLION SCOUTS AND PLANT 20 MILLION TREES

FOR IMMEDIATE RELEASE

BACKGROUND INFORMATION - SCOUTING

Scouting is a voluntary, educational, non political Movement for young people open to all – boys and girls without distinction of origin, race, gender and creed or ethnic/tribal background in accordance with the Purpose, Principles and Methods as conceived by the Founder, Lord Baden Powell. Scouting in Kenya started on 24th November 1910 and is the largest Youth Movement with over 500,000 Scouts and 40,000 Scout Leaders.

RAPID RESULTS INITIATIVE (RRI) TO RECRUITING 1 MILLION SCOUTS

The Kenya Scouts Association has developed a Rapid Response Initiative to recruit 1 million Scouts by September 2014. The RRI which is part of the KSA 5 Year Strategic Plan 2013 – 2014 will aim at carrying out different activities throughout the country to sensitize and publicize Scouting in Kenya. The main Activities will include:

- **Tree Planting** – KSA with partnership with the Government and other like minded parties aims at planting 20 million trees as a gift of peace to the Kenyans
- **Exchange Programmes** – where scouts will interchange from Counties for peace building and community Service.
- **Peace Marathons** – Scouts will be involved in marathons for peace building and charity work, this will also be open to non Scouts
- **Peace Caravan Road Shows** – A peace caravan cross cutting the 10 Regions in Kenya to preach peace and register Scouts
- **Community Service** – this will include clean ups, blood donation drives, disaster response, peace camps, youth forums, hospital visits, helping the aged, adult literacy campaigns, road and bridge construction, first aid training, building schools and homes for the aged as well as many other projects across the country

PARTNERSHIPS

Kenya Scouts Association has partnered with different stakeholders to help achieve this noble objective. Brand Kenya Board, Kenya Forestry Service, County Governments and National Bank are already in support of the initiative. The 20 Million trees (to be planted by 2017) will be a gift of peace to the Kenyans and is also part of the Government's pledge of 50 Million Trees by 2017 – all activities for the RRI will be done as a part of the Kenya@50 celebrations.

RRI LAUNCH

The RRI will be launched on 28th MARCH 2014 at Rowallan Scouts Camp, Nairobi. This will be a special time as it will be during the Annual General Meeting of the Association. The Chief Scout, Hon. Francis ole Kaparo and other key officials from major stakeholders are some of the invited guests expected to make the keynote speeches and address the media.

MEDIA SUPPORT

To be able to reach out to Scouts and the general public, KSA is seeking for good will support from the mainstream Media – both Print and electronic. A lot of media engagements including campaigns, press conferences, Radio and TV interviews, vox pops, adverts and news articles will be required to assist in publicity of the initiative and the Movement. All support and sponsorship given will be acknowledged and highly appreciated.

CONTACT DETAILS

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