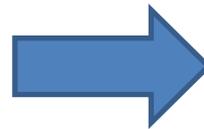




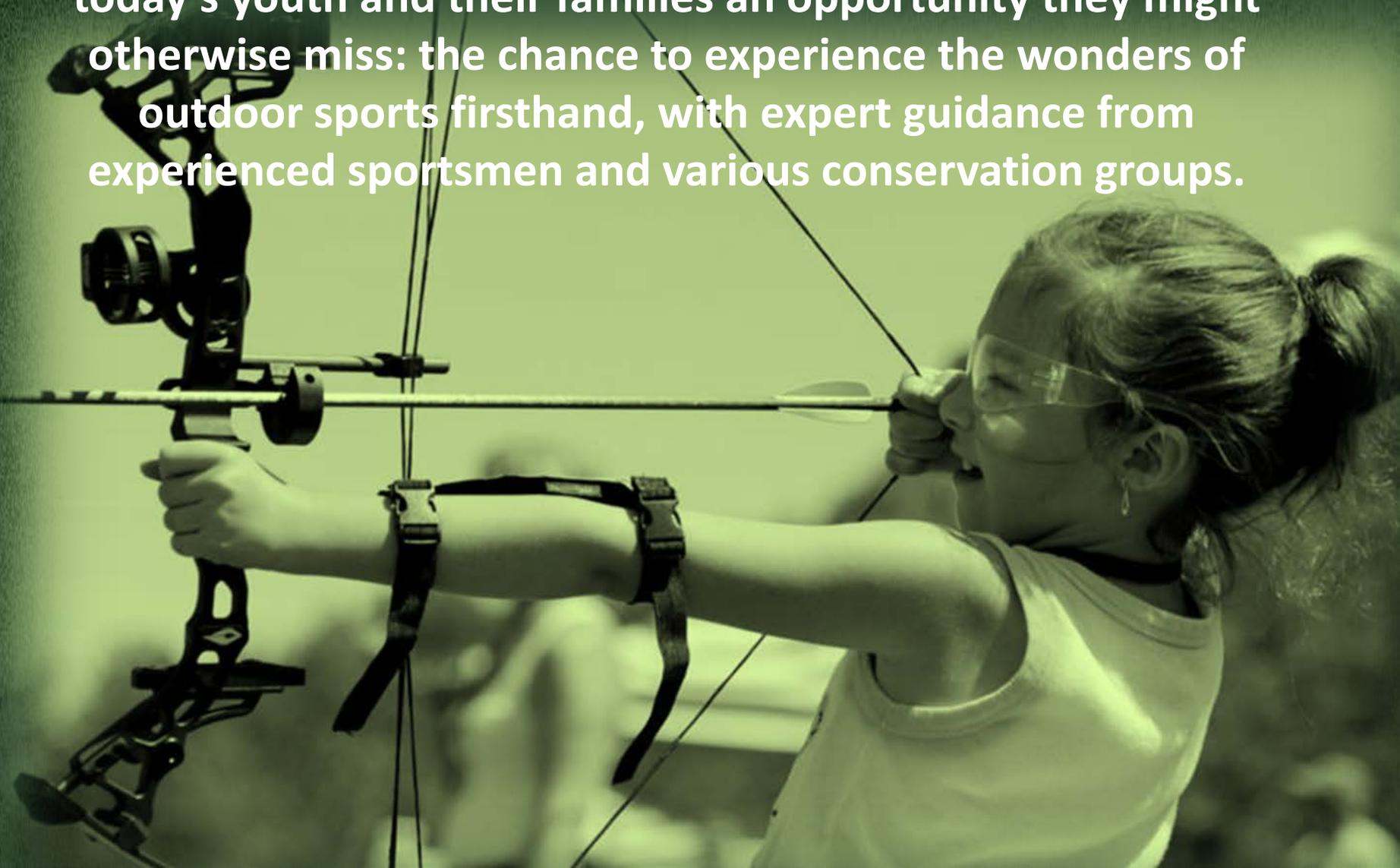
The logo features a mountain range silhouette in dark blue. Below it, the text "U.S. SPORTSMEN'S ALLIANCE FOUNDATION" is written in a bold, sans-serif font. Underneath is the word "TRAILBLAZER" in a very large, bold, sans-serif font. Below "TRAILBLAZER" is a silhouette of a rifle. To the right of the rifle is the "Cabela's" logo in a script font, with "OUTDOOR FUND" in a bold, sans-serif font below it. At the bottom of the Cabela's logo are four small icons: a deer head, a fish, a tree, and a bird.

Our sport. Our heritage. Our fight.

Issues Plaguing Today's Youth



The Trailblazer Adventure Program is an outdoor program of the U.S. Sportsmen's Alliance Foundation that gives today's youth and their families an opportunity they might otherwise miss: the chance to experience the wonders of outdoor sports firsthand, with expert guidance from experienced sportsmen and various conservation groups.





Trailblazer is designed to introduce youth and their families to a variety of outdoor activities including shooting, hunting, fishing, trapping, and exposure to different local and national conservation groups.



The first Trailblazer event was a single event held in 2001 near Atlanta, Georgia.

To Date:

- 736 events in 48 states
- 1,600,000 + youth and families



2012 Trailblazer Statistics

**82 Traditional
&
45 Cabela's
Events**

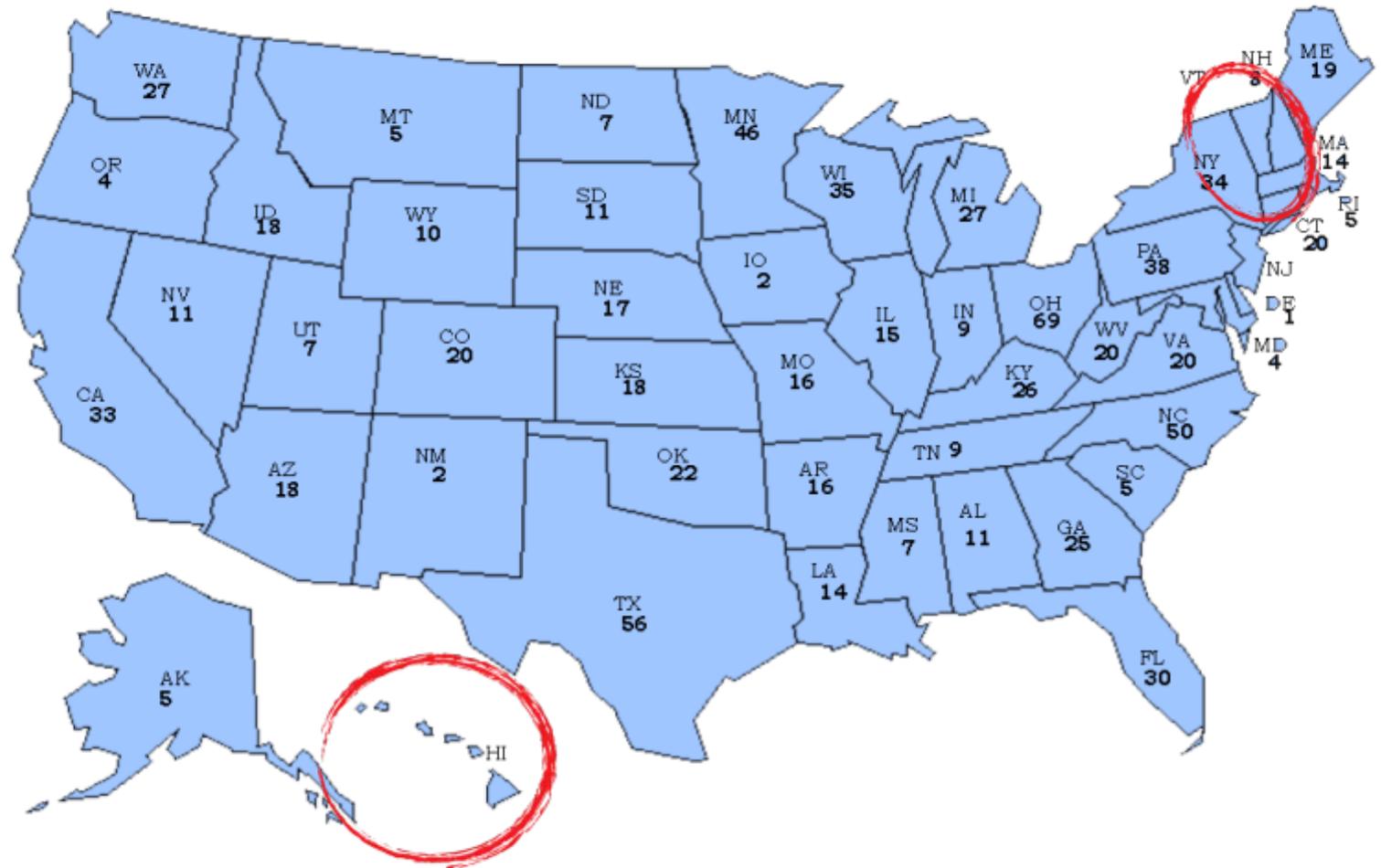
**Held events
in 42 states**

**226,000
participants
in 2012**

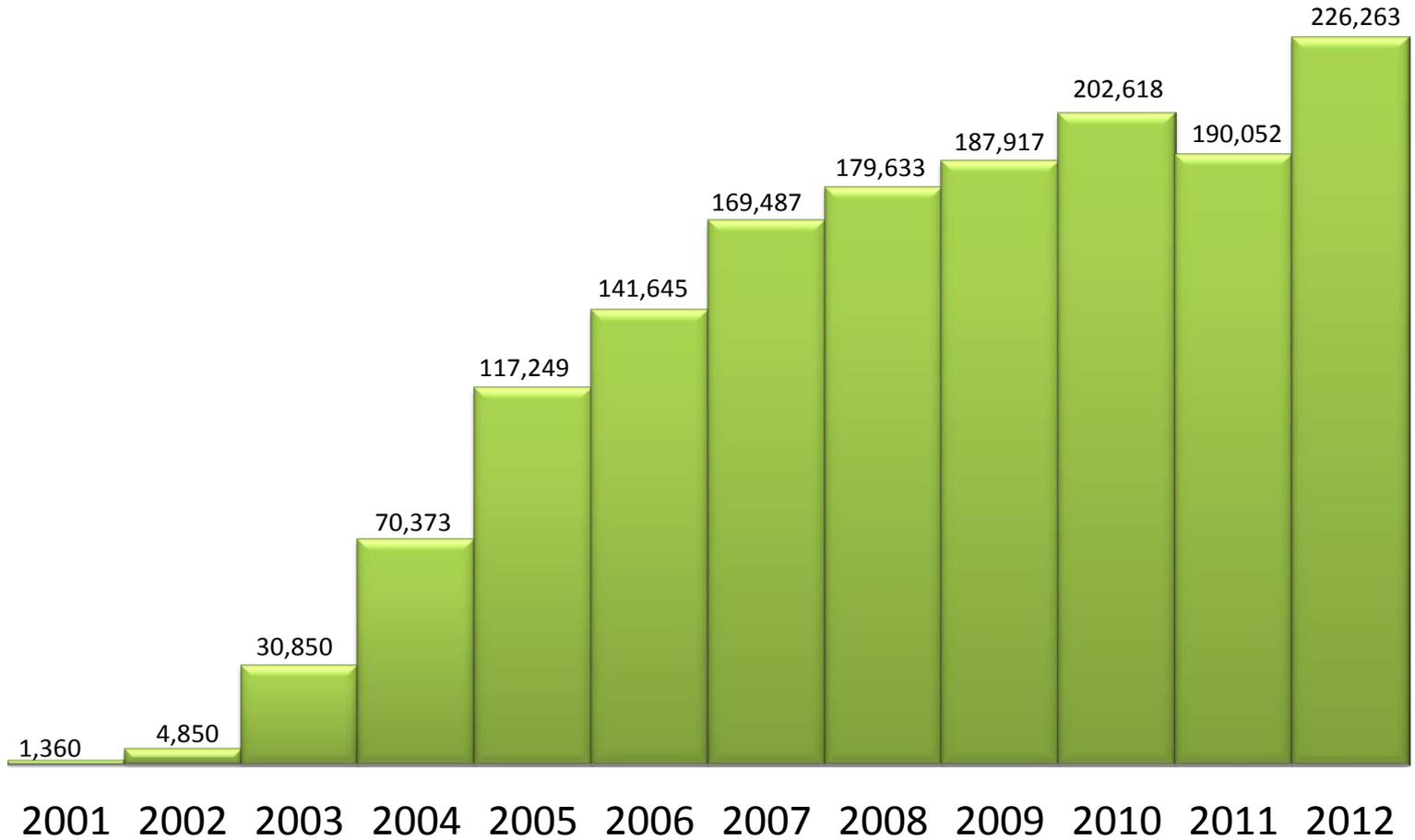


Trailblazer Events 2001-Present

736 events-48 States



Trailblazer Participation by Year



We accomplish this by partnering with a host of other youth serving organizations

- Boys Scouts of America, American Heritage Girls, YMCA, Girl Scouts of the US
- State wildlife agencies
- Local, state and national sportsmen's organizations



In 2012 we partnered with American Heritage Girls

- 22,000 AHG members
- 10 AHG programs for 2013 season
- Already booking AHG events for 2014
- Developing new opportunities between the organizations to get girls more excited in outdoor sports



We rely on numerous foundations and corporate sponsors who receive tremendous exposure to a new audience for a fraction of normal advertising costs such as:

- American Legion Child Welfare Foundation
- Cabela's, Cabela's Outdoor Fund, World's Foremost Bank
- Crosman
- Mossberg
- National Shooting Sports Foundation
- Shakespeare/Pure Fishing



What Happens at a Trailblazer Event

Funding generously provided by:

American Legion Child Welfare Foundation



For more info go to:
www.cwf-inc.org



For more info and to learn about our products go to:
www.mossberg.com

Visit www.trailblazeradventure.org for more information regarding the Trailblazer Adventure Program.

 Like the Trailblazer Adventure Program on Facebook and share your photos and stories from your own Trailblazer Adventure Day!

(Keep this half of Event Passport)



Trailblazer Adventure Event Passport

Complete as many of the activities today as possible and turn in half of the form to the registration area. To receive your Trailblazer patch, the card must be completely filled out. Each returned card will be eligible for one of two great door prizes!

Pre-Event Questionnaire

1) Have you ever:
Shot a Gun Been Fishing Trapped

2) Would you like to target shoot with a gun?
Yes No Undecided

3) Do you think hunting is good or bad?
Good Bad

4) Would you like to go hunting?
Yes No

Participant Name _____

Address _____

City _____

State/Zip _____

Home Phone (____) _____ - _____

Email _____

Age _____ Gender: Male Female

Disclaimer: All information collected is NOT sold or distributed for gain. It is collected for data purposes, to receive updates on activities and to send the American Trails Newsletter from your event.

ACTIVITIES

1) Archery 5) _____

2) Shooting 6) _____

3) Fishing 7) _____

4) _____ 8) _____

Post-Event Questionnaire

1) Now that you have shot a gun, do you have an interest in shooting again?
Yes No Undecided

2) Now that you have learned something about hunting, how do you feel about it?
Good Bad Undecided

3) Would you like to go hunting?
Yes No Undecided

4) Would you like to go fishing?
Yes No Undecided

5) Would you like to trap?
Yes No Undecided





Flag Etiquette
(How to treat the flag)

Did you know the stars on the American flag represent the 50 states in the union? That the red and white stripes represent the original 13 colonies? Can you name them?

- 1) Display of the flag is sunrise to sunset unless properly lit at night
- 2) No flag shall be displayed above or on the same level as the American flag
- 3) The Union of the flag (Stars) shall always be displayed at the peak
- 4) Never carry the flag horizontally, always aloft and free
- 5) The flag should never be allowed to touch the ground

For more flag etiquette visit:
www.legion.org/flag/code

American Legion Child Welfare Foundation



To learn the Ten Ideals of Patriotism visit:
www.trailblazeradventure.org







**Trailblazer
Adventure Day**
Welcome!



Three Phases of Trailblazer

1. Create Trailblazer Adventure Programs through attracting partners to facilitate
2. Encourage youth and family participation in additional outdoor activities
3. Follow up key

Our Vision

- To serve 500,000 participants per year by 2015
 - Additional event partners
 - Financial partners as well



How do we get there and produce a high quality experience for America's Youth

- Partnership and involvement of American Legion Departments and Posts at local Trailblazer events.





**Yes! I would like to learn more
about how my Post can
participate in the
Trailblazer Adventure Program**



Your Name: _____

American Legion Post: _____

Your Address: _____

City, State, Zip: _____

Home Phone: _____ Cell Phone: _____

Email: _____

- Yes, I would like to learn more about the Trailblazer Adventure Program and wildlife conservation through the USSA Foundation Sentry Program

Thank You!

