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BOY SCOUTS EARN 'FINANCIAL LITERACY AND YOU(TH)!' MERIT BADGES

New USAA Foundation-Sponsored 'Personal Management' Merit Badge Awarded to 40 Scouts

SAN ANTONIO, TEXAS (October 17, 2018) - Boy Scouts of America, Alamo Area Council is pleased to announce its first group of Scouts to receive the new 'Personal Management' merit badge. This merit badge is part of the 'Financial Literacy and You(th)!' project that is sponsored by The USAA Foundation, Inc. ("The USAA Foundation"). Scouts who have successfully completed the program will be awarded their new badge from **10:30-11 a.m. on Saturday, Oct. 20, 2018 at the Eagle Plaza located at the Alamo Area Council's Main Service Center at 2226 NW Military Hwy, San Antonio, Texas 78213.**

"Personal finance will allow you to have options in what you want to be in life...and you want to be at a stable level and have a stable job so you can have recreational fun!" said Javier Sanchez, Boy Scout with Troop 23 and soon to be Personal Management Merit Badge graduate and future Eagle Scout.

The USAA Foundation is now the official sponsor of the 'Personal Management' Merit Badge and the presenting sponsor of the 'Personal Management' Merit Badge Academy, with sessions being taught by USAA employee volunteers. This Eagle required badge is one of the most difficult badges to obtain, typically taking a minimum of 13 weeks to earn.

"Scouts will have a great time learning about financial literacy while earning their Personal Management Merit Badge," said Michael de los Santos, Scout Executive, Boy Scouts of America, Alamo Area Council. "The Alamo Area Council is thankful for this unique opportunity for our Greater San Antonio youth made possible by the generous financial support of The USAA Foundation."

Through this partnership, youth are developing an understanding of the core financial literacy concepts – annual percentage rates, budgeting, credit reports and scores, investments, and many more business-related skills. Not only is this a great opportunity for Scouts to earn a much sought-after merit badge, it also gives Scouts curious about working in the business field a general idea of what to expect.

Merit badges encourage Scouts to explore areas that interest them and to learn valuable skills. Earning merit badges influences career aspirations and lifelong hobbies. The 'Personal Management' merit badge is one of 17 required badges that can be sponsored to help youth achieve the highest rank of the Boy Scout program - the Eagle Scout.

Using the same curriculum as the current Boy Scouts program, the organization is also scheduled to launch Scouts BSA in February 2019, which will serve boy troops and girl troops, enabling all eligible youth to earn the Eagle Scout rank (Scouts BSA troops will be single gender – all girl or all boy). This unique approach allows the organization to maintain the integrity of the single-gender model while also meeting the needs of today's families.

In 2017, the Alamo Area Council produced over 351 Eagle Scouts providing over 57,000 service hours into the local community with an economic impact of over \$1.44 million dollars.

For more information on Merit Badge sponsorships, contact Courtney Bukowski, Director of Development 210-296-7623 or by email Development@AlamoAreaBSA.org. For more information about The USAA Foundation- sponsored Personal Management Merit Badge, visit www.AlamoAreaBSA.org/USAAPersonalManagement.

About the Boy Scouts of America, Alamo Area Council

The Alamo Area Council, BSA, headquartered in San Antonio, Texas, serves a 13-county area imparting the Scouting program to over 18,000 youth and 5,000 volunteer adults in South Texas. The Boy Scouts of America continue to prepare young people for life by providing the nation's foremost youth program of character development and values-based leadership training, utilizing outdoor activity, citizenship, and sports fitness. Learn more at AlamoAreaBSA.org.

About The USAA Foundation, Inc.

The USAA Foundation, Inc., a nonprofit organization, does not endorse or promote any commercial supplier, product or service. USAA is the sponsor of The USAA Foundation, Inc.