



## **Boy Scouts of America and Edison Nation® Launch \$1 Million Innovation Challenge**

Irving, Texas, and Charlotte, N.C. — **(Jan. 18, 2012)** — The Boy Scouts of America (BSA), one of the nation's largest and most prominent youth development organizations, and Edison Nation®, an idea-to-shelf product developer, today announced the **Boy Scouts of America Innovation Challenge**. Open to all boys and girls age 7 to 21 years, the challenge does not require that the young person be associated with the BSA to submit ideas or be selected as an “inventor.”

The Innovation Challenge is looking to today's kids to develop tomorrow's products. Whether the invention solves a problem around the house, the yard, or at school; helps you take better care of your pet; or creates a new way to learn or play, the BSA and Edison Nation® goal is to inspire young minds to submit their creative, new product ideas.

“The creative ingenuity of today's youth is incredible,” said Edison Nation® CEO Louis Foreman. “By partnering with the Boy Scouts of America for this Innovation Challenge, we are able to tap the talent and imagination of tomorrow's leaders. I'm looking forward to seeing the innovations that will result from this competition and the impact they will have on these individuals.”

Edison Nation® will invest up to \$1 million to develop the selected ideas and help bring them to market. Selected inventors will receive a cash advance, royalties for life from the sale of their products, be named the “inventor” on any issued patents, and have an opportunity to appear on the award-winning *Everyday Edisons* television series.

“The Challenge reflects on the BSA's mission to prepare youth in America to become responsible, participating citizens and leaders,” said David Harkins, associate director, Retail Business Development, Boy Scouts of America. “By encouraging youth's creativity, young inventors are setting the path for the future.”

Edison Nation works with everyday people and inventors to turn their extraordinary ideas into products sold by major retailers. It is free to join the Edison Nation® online community and costs just \$25 to submit an idea (\$10 for current Boy Scouts of America members who submit an idea as a part of this challenge). Because the Boy Scouts of America Innovation Challenge is for youth inventors, a parent or guardian is required to be involved during the submission process for those under the age of 18. To learn more about the challenge or to submit an idea, visit [www.edisonnation.com/boyscouts](http://www.edisonnation.com/boyscouts).

**The Boy Scouts of America Innovation Challenge ends on Monday, May 7, 2012,  
at 11:59 p.m. PST.**

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**ABOUT THE BOY SCOUTS OF AMERICA:**

The Boy Scouts of America provides the nation's foremost youth program of character development and values-based leadership training, which helps young people be "Prepared. For Life.™" The Scouting organization is composed of 2.7 million youth members between the ages of 7 and 21 and more than a million volunteers in nearly 300 local councils throughout the United States and its territories. For more information on the Boy Scouts of America, please visit [www.scouting.org](http://www.scouting.org).

**ABOUT EDISON NATION®:**

Edison Nation is an idea-to-shelf consumer product developer behind such products as Gyro Bowl, Emery Cat®, and Mister Steamy. Edison Nation operates an invention-centric multi-platform organization, including *Everyday Edisons*, an Emmy® Award-winning series on public television now in production for Season 4, and *Inventors Digest*, a top trade publication dedicated to the study of business and innovation. Edison Nation utilizes a \$25 Million Innovation Fund and corporate relationships with the country's top retailers, manufacturers, and ASOTV companies to bring independent inventor-driven ideas to market. Products can be found in all major mass retailers across the country. Edison Nation was founded in 2008 and is headquartered in Charlotte, North Carolina. For more information, please visit [www.edisonnation.com](http://www.edisonnation.com).

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**Boy Scouts of America**

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