



I want to be a Scout: breaking stereotypes

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To make Scouting more visible, and in breaking with the stereotyped image of uniformed boys who just perform good deeds, is the objective which has been successfully achieved through the communications campaign 'I want to be a Scout' - an ambitious project the the Catholic Scout Movement in Spain (MSC) have been developing this year to celebrate the Centenary of Scouting.

The web page quieroserscout.com (I want to be a Scout) has been the focus point in this campaign. This website offers, in a quick and personalized way, information about the Scout movement and its educational objectives. The Internet portal, designed to cover all the official languages of the Federation (Spanish, Catalan, Galician and Basque), includes data from the inter-Diocesan and Diocesan associations, as well as information on the more than

500 groups of Scouts MSC that exist in Spain.

At the same time that the site was launched, two video clips produced by the well-known production agency Bassat Ogilvy in Barcelona, were released on YouTube. These videos offer, a fresh and up-to-day view of both the Scouts and Scouting, and have achieved the considerable number of more than 60,000 Internet visits.

Furthermore, boys and girl Scouts enjoying their summer holidays camps took the chance to send, from all over Spain 37,500 postcards to encourage their friends to join the Movement. A big 'I want to be a Scout' stickering was organised for the 20th of October.

Over this weekend, the Scouts MSC took to the streets to celebrate the Centenary of Scouting. Under the slogan 'Scouts! see you on the streets!', this festive day offered a wide range of games, workshops, exhibitions and gymnastics on the streets and squares of the whole Spain territory.

Furthermore, every group organised their own activities, in collaboration with local associations and social organisations, like informative exhibitions and campaigns to promote the Scout Movement, cultural festivals, reflection scenarios and discussion forums, and sport activities.

The 500 Scout groups of the MSC were called to participate in this event. These groups offer recreational and educative activities daily for more than 40,000 children and young people from 6 to 20 years.

Children, as well as their parents are encouraged to visit the web of MSC where they can find information about the Scout Movement and their nearest Scout groups.

www.scoutsmc.org

www.quieroserscout.com

See the 'I want to be a Scout' video clips on YouTube:

The goat man - <http://www.youtube.com/watch?v=jKM7N1pguB0>

The salmon woman - <http://www.youtube.com/watch?v=5YHa9DyS1d8>