



**THE 2016 Trail's End POPCORN KICKOFF IS COMING SOON!  
ARE YOU READY?**

Here are the initial steps:

1. **SIGN UP TO SELL.** Fill out the form below along with your Unit Commitment Form and send it to the Beaver Family Service Center. Based upon the Berks and Schuylkill United Way guidelines, the council is pleased to announce that both Berks and Schuylkill units have the opportunity to sell in **ONE SALE PERIOD!** The sale runs from July 28 to November 4, 2016.
2. Have the unit leader, the committee chair, and the unit popcorn chair attend the Council Popcorn Kickoff on **Thursday, July 28** at FirstEnergy Stadium in Reading. The Council Popcorn Sale Chairman, Mary Beth Gardella, promises a fun and informative evening including hot dogs, hamburgers, etc...\$10 fee per person payable with registration below. Registration deadline is **July 15**. A tour of FirstEnergy Stadium will be available at 5:15 PM. Dinner at 6:00 PM. Program at 6:45 PM. Seating will be limited so sign up now (**adults only**). **PLEASE DO NOT MISS THIS KICKOFF WHICH WILL OFFER A WEALTH OF NEW AND VALUABLE INFORMATION IMPORTANT TO THE SUCCESS OF YOUR SALE!**

Each paid entrant will receive a **SPECIALTY COUNCIL STRIP** for attending the kickoff. The only other requirement is to provide the amount of the unit's sales goal.

(Detach & Mail along with your **UNIT COMMITMENT FORM**  
to Hawk Mountain Council, BSA, 5027 Pottsville Pike, Reading PA 19605-9516)

From: Pack # \_\_\_\_\_ / Troop # \_\_\_\_\_ / Crew # \_\_\_\_\_ / District Rep. \_\_\_\_\_

Our unit/district will be represented at the Popcorn Kickoff at the FirstEnergy Stadium  
on Thursday, July 28, 2016 by the following person(s).  
A \$10.00 fee is included for each attendee listed below.

NAME	CELL/DAY TIME PHONE	EMAIL

(Add additional names on the reverse side)