

Picture This!

Cub Scouts and Boy Scouts!

Submit your photo online and you could be one of 100 Scouts to win a Nintendo® DS Lite.

- 1 Photo must include Trail's End Popcorn or packaging and the Scout who is selling it.
- 2 Be creative! Funny, clever and silly pictures are welcome.
- 3 Go to [Trail's End Popcorn](#) for complete rules. Submit your photo online between August 1, 2008 and December 1, 2008.



Plus, your picture might be featured on a Trail's End® tin in 2009.



Parents, Welcome to America's Popcorn Sale™!



Why sell popcorn?

For over 25 years the popcorn sale has helped Scouts *do more* and *get more* out of Scouting. It also helps *reduce* the cost of Scouting to your family.



Highest return to Scouting.

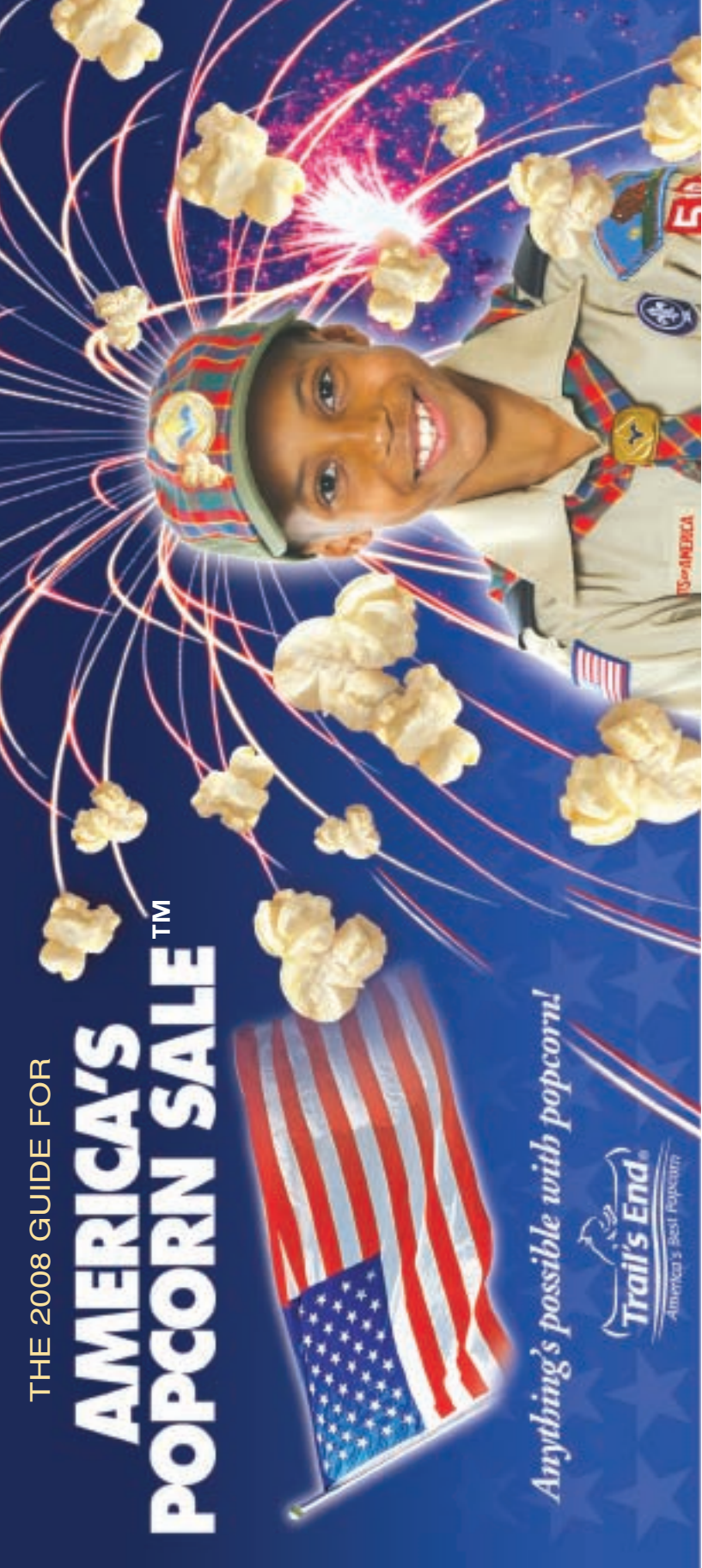
An amazing 70-cents of every dollar in sales of Trail's End stays local, in the hands of your Packs, Troops and Scout Council to fund your local Scouting programs.



Form No. 8700CAANA

THE 2008 GUIDE FOR

AMERICA'S POPCORN SALE™



TIME VALUE MAIL

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Santa Ana, Calif.
Permit No. 123

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U.S. Postage

2008 GUIDE FOR AMERICA'S POPCORN SALE

GO FOR A GREAT PRIZE



Nintendo DS Lite
Game System

My prize goal is:

My popcorn goal is: \$

Trail's End PRIZE PROGRAM

Level 11 - \$2,300



08-11A Razor® USA Electric Scooter
08-11B Nintendo® DS Lite Game System
08-11C Olympus® 7.1 MP Digital Camera

\$140 Gift Cards



Level 10 - \$1,800



08-10A Garmin® E-Trex H Portable GPS Unit
08-10B Philips® 7" Portable DVD Player
08-10C Apple® iPod Shuffle

\$100 Gift Cards



Level 9 - \$1,300



08-9A Coleman® 10 x 10 Sundome Tent
08-9B Philips® DVD Player
08-9C Sevylor® Three Person Boat Kit

\$65 Gift Cards



Level 8 - \$1,100



08-8A Coleman® Mummy Style 0 Degree Sleeping Bag
08-8B Bear® Archery Brave Bow Set
08-8C Motorola® 14 Mile GMRS Radio Pair Rechargeable

\$45 Gift Cards



Level 7 - \$800



08-7A Razor® USA Blue Scooter
08-7B Wenzel® 7 x 7 Nova Sport Dome Tent
08-7C Supersonic 512 MB MP3 Player

\$30 Gift Cards



Level 6 - \$600



08-6A Night Vision Goggles
08-6B LEGO Lobster Strike®
08-6C Tasco® 50 x 50 mm Telescope / 900x Microscope Combination

\$22 Gift Cards



Level 5 - \$400



08-5A Survival Kit
08-5B LEGO EXO-FORCE® Good/Bad Battle Machine
08-5C Pure Fishing / Johnson® Rod & Reel Combo

\$13 Gift Cards



Level 4 - \$300



08-4A LEGO CREATOR® (Scout will receive 1 of 4 prizes shown)
08-4B Coleman® 2AA Headlight
08-4C Coleman® 4AA 6 inch Mini Camp Lantern (batteries not included)
08-4D Trailworthy® Campers Survival Set

Level 3 - \$200



08-3A 10 Function Outdoor Pocket Knife
08-3B Outdoor Kit: Multi-Tool, Pouch, Compass
08-3C Multi Game Set: Handheld Game, Watch, & FM Scan Radio
08-3D Trailworthy® 5 x 30 Sports Binoculars with Carry Case

Level 2 - \$100



08-2A Master Jack Knife
08-2B Pen with Pocket Knife and Mini Scissors
08-2C Water Gun with Water Tank
08-2D Coleman® Compass

Level 1 - Sell 1 Item

Get this official
2008 Popcorn
Patch or
official 2008
Popcorn Pin!



Guidelines:

Guidelines: (1) Prizes earned are based on individual sales. NO combining of sales with other Scouts. (2) Each Scout may select one prize from the sales level reached, or from a lower level, plus a patch or pin. (3) Turn in your prize order when you turn in your popcorn order. All orders and additions must be submitted through the Council. (4) Prizes will be sent to your Unit Leader. The Trail's End \$1,500 winner's prize will be sent to your Scout's home. (5) Prizes are subject to demand and availability. If the prize is no longer available, Trail's End reserves the right to substitute a prize of equal or greater value. (6) The \$1,500 sales prize is a reward from Trail's End in addition to the other prize the Scout earns. It does not count against the dollars needed for a prize. (7) Sell \$2,500 or more and also qualify for the Trail's End Scholarship Program. (8) Scouts need Whittling-Chip or Totin-Chip and parent's permission to choose a knife. (9) Scouts must have parent's permission to choose the bow and arrow prize.





SEND POPCORN TO OUR TROOPS

Check the gold column and \$25 of popcorn treats will be sent for the enjoyment of military men and women and their families.

NAME		STREET ADDRESS (No P.O.Box)		PHONE or E-MAIL		PRICE CHOSEN		PRIZE CHOSEN		TOTAL CONTAINERS	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
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16											
17											
18											
19											
20											
21											
22											
23											
24											
25											
You filled it up!											
TOTAL DOLLARS											



Please direct popcorn payment to your Pack, Troop or Council.





Fill up your order form and receive a special patch and a Top Salesman certificate. By completing all 25 lines you also help your Pack or Troop.



To receive “Fill It Up” patch have your *Pack* or *Troop Leader* sign in the light blue panel next to the order form. Add your *home address* where indicated and send a *copy of this order form* to

FILL IT UP Program
Trail's End
14470 Bergen Blvd. Suite100
Noblesville, IN 46060

Remember to keep a copy of your completed order form for yourself.

UNIT

SCOUT'S NAME

SCOUTS ADDRESS

CITY, STATE & ZIP

COUNCIL NAME

PHONE (or) E-MAIL

UNIT LEADER SIGNATURE

TOTAL SALES ALL FORMS

(1 of _____ forms)

CONGRATULATIONS!
YOU FILLED IT UP.

SATURDAY – You're almost there!
Get **6 more customers!**
Go with a Scout or parent and sell in a new neighborhood. Don't stop until you have sold to 6 new customers.

FRIDAY – Sell to 4 relatives
Don't forget Grandma and Grandpa! Then, sell to 2 other relatives, too.

THURSDAY – Sell to 4 more customers
Dad is really good at selling. He can sell to 4 customers among friends at work.

WEDNESDAY – Sell to 5 more customers
Mom can sell to 5 customers at her work, or at school or your place of worship.

TUESDAY – Sell to 4 customers
Now, go to your neighbors... to the left of your house and to the right, then go across the street to 2 more neighbors.

MONDAY – Sell to Mom and Dad
The first day, get an order from your Mom and another from your Dad. Good start!

FILL IT UP!

You can fill up your Trail's End Popcorn order form in 1 week! Because everybody loves popcorn. Get 25 customers. Here's how.

START HERE!

Popcorn

Chocolate

Caramel

Cashews

Almonds

Pecans

ON AVERAGE 70% GOES TO LOCAL SCHOOLS

Trail's End
America's Best Popcorn

Chocolate Heaven

5-Way Chocolate Lover's Tin.
Hmmm! Chocolatey Caramel Crunch, White Chocolatey Caramel Crunch, Chocolatey Pretzels, White Chocolatey Pretzels, Chocolatey Peanut Clusters. 88 oz.

UD

Say "Cheese!"

It's the cheesiest. 3-Way Tin.
Lip smackin' gourmet cheddar cheese popcorn (2 bags) and super-delicious white cheddar cheese popcorn. 21 oz.

UD

Chocolate! Caramel! Cheese!

Score a 3-pointer! Chocolatey Caramel Crunch – the world's best caramel corn with almonds, pecans and cashews – and gourmet cheese corn. 50 oz.

UD

Get your kicks with our mix!

Peanuts, cranberries, raisins, M&M's®, almonds and cashews. A high-voltage source of energy. A must for every activity, from mountain climbing to watching TV. Enjoy! 20 oz.

UD

Gotta have my chocolate!

Chocolatey Caramel Crunch
Caramel and chocolatey goodness plus the crunchiness you love, all in one tasty morsel. It's the best thing ever from the Trail's End kitchens. 24 oz.

UD

Go Nuts!

Gourmet Caramel Corn with Almonds, Pecans and Cashews.
The world's best caramel corn in a tin that celebrates 100 years of U.S. Scouting. 23 oz.

UD

Lighten up

Caramel Corn Light.
Super taste, reduced sugar, low fat, Butter Toffee flavor — in a gorgeous tin that honors the traditions of Scouting. 18 oz.

UD

County Fair favorite

15-pack Kettle Corn. Sweet 'n Salty, munchy and crunchy.
Big 15 pack microwave, full of old-fashioned flavor.

UD

Our Butter makes it better

15-pack Unbelievable Butter Microwave.
A butter flavor second to none. Unbelievably dee-lish!

UD

Turn on this Light!

15-pack Butter Light Microwave.
Everything you want, and nothing you don't: Fewer calories, less sodium, all the taste of great butter flavor.

UD

Caramel & peanuts...Yes!

Our "original" Caramel Corn with caramel-glazed peanuts.
New Scout Tin celebrates the upcoming 100th Anniversary of Scouting in the U.S.A. 9.5 oz.

UD

Support our military

Buy popcorn for the troops.
You can donate a gift of popcorn to those serving their country. Our men and women in uniform thank you.

UD

Products are produced in a plant that manufactures products with peanuts, tree nuts and milk.

Trail's End
America's Best Popcorn

THANK YOU FOR SUPPORTING SCOUTING IN YOUR COMMUNITY

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NAME	STREET ADDRESS (No P.O.Box)	PHONE or E-MAIL	MILITARY DONATION	5-WAY TIN	3-WAY TIN	CHEESE TIN	30-PACK TIN	TRAILS END MIX	CHOC. CARAMEL CRUNCH	CARAMEL CORN 23 OZ.	CARAMEL CORN LIGHT	15-PACK KETTLE	15-PACK UNBELEAVABLE BUTTER	15-PACK CORN LIGHT	CARAMEL CORN 9.5 OZ.	TOTAL DOLLARS
			\$25	\$50	\$40	\$30	\$30	\$25	\$20	\$20	\$20	\$15	\$15	\$15	\$10	AMOUNT DUE
1																
2																
3																
4																
5																
6																
7																
8																
9																
10																
11																
12																
13	1/2 way there, keep selling!															
14																
15																
16																
17																
18																
19																
20																
21																
22																
23																
24																
25	You filled it up!															
MAKE CHECKS PAYABLE TO: PRIZE CHOSEN																TOTAL CONTAINERS



America's Popcorn Sale supports the men and women serving our country.

A Great Opportunity!
Your customers can donate popcorn to our men and women in military service. A variety of Trail's End popcorn treats will be shipped to individuals and families where they're stationed.



Safety Tips

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.



Selling Tips

- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- KNOW the different types of popcorn you're selling.
- ALWAYS say "Thank You!"
- ALWAYS make a copy of your order form.

Sell \$1,500 and get your choice of special gift cards direct from Trail's End® .



This reward is in addition to any other prize or gift card you earn, and it will be shipped direct to your home from Trail's End.



Earn a Trail's End college scholarship by selling \$2,500 or more.



Scouts who sell \$2,500 or more are eligible for a Trail's End Scholarship. Money will stay in your scholarship account and grow until you're ready for college.

Get the \$1,500 Sellers and Scholarship forms you need from your Leader or at trails-end.com