



DEL-MAR-VA COUNCIL

BOY SCOUTS OF AMERICA.

FOR IMMEDIATE RELEASE

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Del-Mar-Va Council to Launch New Website at Special Celebratory Event

Wilmington, DE — The Del-Mar-Va Council, Boy Scouts of America (BSA) is launching its new website for Scouts, their families, Scout leaders and the community at a special unveiling and career exploration event with current Scouts from the Bayard Middle School on February 8th.

Approximately 30 Scouts will be hosted by The Archer Group. After an introduction and walk-thru of the new website, the Scout-Students will interact with Archer Group staff and take a tour to learn more about working in a digital advertising agency. This event is not open to the public.

Date: Wednesday, February 8th

Time: 3:00 pm – 5:00 pm

Who: Scouts from Bayard Middle School, located at 50 Gender Road in Newark

Where: The Archer Group, 233 N. King St., 4th FL, Wilmington, DE 19801

“The website is an electronic portal into Scouting on the Delmarva Peninsula,” says Ray Teat, director of support services for the Council. “The Council covers 14 counties and serves close to 10,000 youth each year. Now, thanks to The Archer Group, we have a dynamic, information-packed website where current and potential Scouts and their families and Troop Leaders can find information and register for all our programs and services.”

Archer Group CEO Michael Derins said it’s an honor to partner with the Council, and pointed to the common values his agency and the scouts share.

“We’re proud to have developed a website worthy of such a tremendous organization,” said Derins. “The scouts’ mission aligns with the ideals we strive for at Archer: integrity, community spirit, and a commitment to service.”

Derins, whose staff contributed over 450 hours to the site's overhaul, said he considers it a privilege to be in a position to make a difference.

"We've built a digital platform that will help facilitate the Boy Scouts' promise: turning young people into extraordinary adults."

About the Del-Mar-Va-Council

The Del-Mar-Va Council serves more than 9,700 youth each year in its Scouting programs through more than 3,200 volunteers and 299 chartered organizations. The Council covers 14 counties across the peninsula and has experienced five consecutive years of membership growth.

About Archer

The Archer Group is a digital and brand agency in Wilmington, Delaware, that stands apart for its ability to engineer meaningful experiences that inspire action. The Archer Group was founded in 2003 and attributes its rapid success and continued excellence to a culture of mutual respect and a spirit of wonder that is palpable, and encouraged, at every level organization-wide.

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