



Taylor and Cook of TAYLOR rappel during the 5th annual "21 Stories For Scouts"

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As part of the 5th Annual Seneca Waterways Council "21 Stories For Scouts" rappelling event on May 16th, Jim Taylor and Geoff Cook (dressed as Mr. Incredible) accepted the challenge to defy gravity by rappelling 21 stories, or 309 ft., down the First Federal Plaza in the downtown to support the Urban Scouting program of the Seneca Waterways Council.

"This event is such a fun and exciting way to build awareness for the Urban Scouting program in Rochester," said TAYLOR CEO Jim Taylor. "I'm particularly grateful for Taylor's many friends and associates who stepped forward to help us raise almost \$4,000 for this terrific local organization."

"As an Eagle Scout and avid supporter of the Boy Scouts of America, my involvement in this one-of-a-kind fundraiser was long overdue," said TAYLOR marketing director, Geoffrey Cook. "Having learned firsthand the skills, values, and friendships that Scouting develops, I was honored to participate in an event allowing urban youth the opportunity to fully participate and appreciate the same valuable experiences as I."

More than 90 local business leaders and scout supporters took advantage of this unique fundraising event. Through company contributions and online donations, 100% of monies raised went directly to support Urban Scouting programs.

Including more than 40 after-school programs run in the city of Rochester, and three summer camps, contributions will offer more than 12,000 urban youth who desperately want and need Scouting the opportunity to fully participate. For more information on the event, to donate, or learn how you can rappel one of Rochester's Iconic Skyscrapers next year, please visit www.21StoriesForScouts.org.

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