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News Release

FOR IMMEDIATE RELEASE

Lafayette Quest Scavenger Hunt to combat childhood obesity on September 22

Lafayette, Colo September 10, 2012 – Childhood obesity is at an all-time high. While Colorado is the skinniest state in the nation, 28.7% of our children are overweight or obese. The purpose behind the City-run Lafayette Quest Scavenger Hunt is to partner with schools and community groups to provide free and reduced access to the Bob L. Burger Recreation Center for admissions, programs, and classes which in turn will encourage and support active, healthy, lifestyle habits in the community.

Lafayette Quest is a brand new, family-friendly community event that will engage participants in a fun and exciting activity on Saturday, September 22. Teams of 2-4 will strategize their way through a traditional scavenger hunt by following clues, participating in healthy challenges, and utilizing smart phone technology (*smart phones are not a requirement to participate*). Teams will seek out checkpoint stations and perform silly human tricks to receive clues to get them to the next station. Along the way, QR codes and photo opportunities will be incorporated to allow teams to earn extra points and uncover additional clues. Prizes will be awarded to teams who finish first, accumulate the most points, wear the most creative uniforms, and more! Top prizes include a \$300 King Soopers gift card and \$200 worth of camping supplies from Jax Outdoor Gear. Other treasures such as farmer's market gift cards, yoga passes, massages, chiropractic services, museum passes, and Bob L. Burger Recreation Center passes will be randomly awarded.

"We're combating childhood obesity one child at a time," explains Curt Cheesman Director of Recreation and Facility Management. "This is just one more way we're reaching out to encourage active lifestyles and remove barriers for organized play."

All proceeds will fund youth scholarships at the Bob L. Burger Recreation Center helping to create healthy habits which in turn will encourage and support more active, healthy, lifestyles in the community.

"Lafayette Florist is excited to be one of the Lafayette Quest checkpoint sponsors. The Scavenger Hunt is a fun way to stay active and see our wonderful community," offers Lori Wheat, owner of Lafayette Florist Gift Shop & Garden Center. "Our city has great events which promote the healthy lifestyles that we all strive to live."

EVENT INFO

Saturday, September 22, 2012

9:00-11:00 am

Register at www.active.com through September 21

Race day registration will begin at 8:00 am

The event will begin and end at the Bob L. Burger Recreation Center, 111 W. Baseline Rd. in Lafayette, CO.

The scavenger hunt boundary includes; Baseline to the North, Hwy287 to the West, South Boulder Road to the South, and Iowa Ave to the East.

Registration Fee is \$20.00 per person. (Race day registration is \$30)

Children 6 and under are free and do not require registration

Each paying participant will receive a Lafayette Quest t-shirt

Businesses interested in sponsoring the event, individuals not able to participate but wishing to donate to the scholarship fund, or volunteers may contact Debbie Wilmot at debbiew@cityoflafayette.com or 303-665-5588 ext 3455.

Like the Lafayette Quest page at <http://www.facebook.com/pages/Lafayette-Quest/363868937016596?ref=hl>

Visit the City's Lafayette Quest webpage www.cityoflafayette.com/Quest

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