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News Release

FOR IMMEDIATE RELEASE

Lafayette Quest Scavenger Hunt to combat childhood obesity on September 28

LAFAYETTE, CO September 20, 2013 – Childhood obesity is at an all-time high. The purpose behind the Cityrun 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.

The Lafayette Quest Scavenger Hunt, in its second year, is a family-friendly community event that will engage participants in a fun and exciting activity on Saturday, September 28. Teams of 2-4 will strategize their way through a unique scavenger hunt by following clues, participating in healthy challenges, and utilizing smart phone technology (one smart phone required per team). Teams will seek out checkpoint stations and perform silly human tricks to receive clues to uncover other clues. Along the way, "X Marks the Spot" and photo opportunities will be incorporated to allow teams to earn more coins, or points.

Fantastic prizes will be awarded to teams who finish first, accumulate the most points, wear the most creative team costumes, and more! Top prizes include \$250 King Soopers and Jax Outdoor Gear gift cards and a \$100 gift card to the Lafayette Collectibles and Flea Market. A treasure trove of other prizes will be given away as random drawings.

"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."

New to the Quest this year is a specially developed Mobile App that will guide participants with gps technology, tally accumulated points, countdown remaining race time and log their visits to each checkpoint.

"The Quest was a really unique event that was fun, informative, and challenging," said Dave Belin a 2012 participant. "It was a great way to get the family to face both mental and physical challenges in a creative, fun, and supportive atmosphere!"

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EVENT INFO

Saturday, September 28. 2013 9:00-11:00 am

Register at www.cityoflafayette.com/Quest through 3:00pm on September 27.

On site race day registration will run from 7:30-8:30am at the inline skate rink

The race begins and ends at the Bob L. Burger inline skate rink at 111 W. Baseline Rd.

For questions contact 303-665-0469

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 Scavenger Hunt sport bag

Like the Lafayette Quest page at http://www.facebook.com/LafayetteQuestScavengerHunt

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

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