



**For Immediate Release:
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City of The Colony News Release

The Colony, TX – September 21, 2010 THE COLONY CVB UTILIZES GEOCACHING TO PROMOTE TOURISM

The Colony Convention and Visitors Bureau (TCCVB) launched a contest utilizing the high-tech treasure hunt game called geocaching that will run September through November. Those who play have a chance to win a Grand Prize Weekend Playcation to The Colony valued at more than \$1,200.

The contest will give tourists and residents an adventurous alternative to exploring The Colony. "This contest is designed to attract visitors from out of town to discover all The Colony has to offer, and to enjoy our fine restaurants, hotels and retail shops while here," said CVB Coordinator Christie Copling.

The CVB has hidden 20 caches at different business locations, hotels and attractions. Inside each cache is a logbook with a unique contest code. The coordinates for the locations of each cache will be published on the official geocaching website. Upon finding each of the caches hidden by The Colony CVB and recovering the contest codes, participants will submit each unique code along with their contact information to The Colony CVB. For every five caches found and contest codes submitted, participants will receive one entry for one of four fabulous prizes in a drawing tentatively scheduled for Dec. 1.

"When we discovered The Colony has more than 600 caches hidden within a 10 mile radius of city hall, we knew this would be a fun and innovative way to showcase our city and all the unique features we have to offer," said Diane Baxter, Communications Director. "Geocaching has really taken off in the last few years and with the number of caches world-wide exceeding one million we felt this contest would interest players from all over."

"Our community is really coming together to promote The Colony as a destination," said Copling. "We initially were only going to give away one grand prize but we received so many generous donations from local businesses that now we're able to give away three additional prizes."

The second place prize includes a \$60 gift certificate to Texas Roadhouse and a free round of golf for two at The Tribute golf course. The third place prize includes a free private kayaking session for two in the heated indoor pool at The Colony Aquatic Park and two free tickets to an upcoming Lakeside Community Theatre production. The fourth place prize includes one free hour of bowling for up to four people and free shoes at Lakes Lanes and a \$25 gift certificate to The Royal Brush – a paint your own pottery studio.

For more information on how to play and official contest rules, please visit the geocaching page listed under attractions on our website - www.VisitTheColonyTx.com.

About Geocaching:

Geocaching is an outdoor activity using a Global Positioning System (GPS) receiver or other navigational technique to hide and seek containers called "caches". A typical cache is a waterproof container, of any size, which stores a logbook and can also contain items for trading, usually toys or trinkets of little value. Individuals and organizations hide caches in various locations around the world and share those locations' coordinates on the official geocaching website, www.geocaching.com.