City of Lafayette

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News Release

FOR IMMEDIATE RELEASE

Lafayette Quest Scavenger Hunt to combat childhood obesity on September 27

LAFAYETTE, Colo September 19, 2014 – The Lafayette Quest Scavenger Hunt, in its third year, is a family-friendly community event that promises to engage participants in a fun and exciting activity on Saturday, September 27. Teams of 2-4 will strategize their way through a unique scavenger hunt in Old Town by following clues, participating in healthy challenges, and utilizing smart phone technology. Teams will seek out checkpoint stations and perform silly human tricks to receive clues and earn points. As a tribute to Lafayette's 125th Quasquicentennial Anniversary, this year a "historical twist" will be incorporated into the event to provide bonus point opportunities.

The purpose behind the City-run Lafayette Quest Scavenger Hunt is to combat childhood obesity by funding Youth Scholarships at the Bob L Burger Recreation Center. The Bob L Burger Recreation Center partners with schools and community organizations to provide free and reduced-fee access for programs which in turn support active, healthy, lifestyle habits in the community.

"Lafayette is an active, healthy community, but sometimes families need a little help to get children into organized activities," said Debbie Wilmot, event organizer. "Lafayette is also a generous community and very supportive of one another. That's why we're excited to provide participants a fun way to support children's health through the Quest Scavenger Hunt." In 2014 $4,500 was allocated to youth scholarships from event proceeds.

Fantastic grand prizes will be awarded to teams who finish first, accumulate the most points, and wear the most creative team costumes! Top prizes include $100 and $200 gift cards to King Soopers, Jax Outdoor Gear, Lafayette Collectibles and Flea Market, and Chamber Bucks. A treasure trove of other prizes will be given away to random participants. The new "Kids Quest" is a game within a game for kids aged 7-10. These participants receive special tickets at each checkpoint that can be redeemed for additional prizes at the finish line.

"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 Lafayette to encourage active lifestyles and remove barriers for organized play."

"The Quest was a really unique event that was fun, informative, and challenging," said past Quest participant Dave Belin. "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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Special thanks to our 2014 Presenting Sponsors: Stapp Toyota, Exempla Good Samaritan Medical Center, and Lafayette Collectibles and Flea Market. Also, all of our Checkpoint Sponsors listed on www.cityoflafayette.com/Quest and Event Qwest Technology who has provided the smart phone technology for the event.

EVENT INFO
Saturday, September 27. 2014
9:00-11:00 am
Register at www.cityoflafayette.com/Quest through 3:00pm on September 26.

On site race day registration will run from 7:30-8:30am at the Bob L. Burger 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