

NEWS RELEASE FOLLOWS:

IMMEDIATE ATTENTION COMMUNITY AND BUSINESS EDITORS

EASTER SEALS NOVA SCOTIA'S ADVENTURE CHALLENGE

October 12, 2010

On **October 16, 2010**, in Halifax, teams of fundraisers position themselves, GPS units in hand, on the starting line of the *Adventure Challenge*, Easter Seals Nova Scotia's team fundraising event in support of Nova Scotians with physical disabilities.

The race begins at 10am and ends at 2pm at 3670 Kempt Rd in Halifax (Easter Seals Nova Scotia's office). In that time, participants race across the HRM collecting as many points as possible for the chance to win the grand prize: four tickets anywhere WestJet flies. The winner will be revealed close to 3pm.

Teams of one to four people raise \$500 to register in this treasure hunt across the HRM. Following clues and coordinates, teams will search for over 50 caches hidden in secret locations across the HRM. To find them, participants are equipped with a GPS unit, a map and coordinates that lead them to within meters of the exact position. Borrowing from the international geocaching phenomenon, participants in this race search for camouflaged containers i.e. the 'treasure' that may be hidden in tall grass, up in a tree, under a park bench, etc. Once found, participants mark their discovery in their cache books, accumulating points, depending on the difficulty and location of the hiding spot.

All money raised by the *Adventure Challenge* funds Easter Seals Nova Scotia programs for Nova Scotian children and adults with physical disabilities that include camp experiences, job skills training, and providing mobility and assistive equipment. All proceeds go directly to these programs.

-30-

About Easter Seals Nova Scotia

Easter Seals Nova Scotia is a non-profit and leading health service organization that has operated in Nova Scotia since 1931. Easter Seals Nova Scotia has been previously known as the Abilities Foundation of Nova Scotia. Easter Seals Nova Scotia does not hire outside fundraisers.

Easter Seals Nova Scotia is located at 3670 Kempt Rd, Halifax NS B3K 4X8

For further information please contact Erin Laende at (902) 453-6000 x 231, e-mail e.laende@easterseals.ns.ca, visit www.easterseals.ns.ca

Visit www.geocaching.com and <http://atlanticgeocaching.com/> to learn more about Geocaching.

