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City of The Colony News Release

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The Colony CVB Geocaching Contest Yields Great Success

The Colony Convention and Visitors Bureau (CVB) Geocaching Contest brought visitors from all over North Texas, even one from Canada. The contest took visitors on an exciting and scenic journey around The Colony highlighting local hotels, attractions and businesses. More than 900 finds were reported to the official geocaching website and 92 entries submitted to the CVB during the three month contest which ended November 30.

"Statistics show 94% of participants were from out of town," stated Diane Baxter, Communications Director. "We also received several positive comments from contestants who had the opportunity to visit and explore all The Colony has to offer."

"I enjoyed completing the 20 caches in the TCCVB Series today. I got to drive all about town and met some interesting people all over The Colony. I drove from one end of town to the other and got to see most of it, got involved with a car show, Veterans celebration, carnival, soccer game and even a wedding. I had dinner after one of my most enjoyable days of caching at a wonderful restaurant in The Colony. Thank you so much for this series. All the caches were great and fun to find."

"This was a great idea... and I found lots of things that I never would have found otherwise (one of the great things about geocaching)."

"...it was a real treat to cruise around The Colony and see all these interesting places in this city. Thank you, TCCVB, for your support and all the great caches; hopefully they will continue to give enjoyment to many future cachers for a long time."

"We certainly enjoyed the series and all the good you are doing for our hobby and for your city. We are impressed."

"This was a great series of caches, and I'm grateful there are cities out there who care about geocaching and understand its value to a city."

The Colony CVB is a leader in the industry and is paving the way for geocaching tourism. "It appears we are one of the first CVBs in this region to utilize geocaching to promote our city and its attractions," said Christie Copling, CVB Coordinator. "We've already been contacted by other cities that heard about our contest and are interested in implementing something similar in their towns."

The CVB also received many generous donations from local businesses in order to give away prizes to four winners. Martha Wallace of Watauga, Texas joyfully claimed the grand prize at City Hall earlier this month. Her winnings included a one night hotel accommodations and breakfast at The Fairfield Inn & Suites; a free round of golf for four at the Old American golf Course; a \$25 gift certificate to Amore's Pasta and Pizza and two free tickets to Hawaiian Falls for the 2011 season – all valued at \$1,200.

Other kind contributions included a \$60 gift certificate from Texas Roadhouse; a free round of golf for two from The Tribute golf course; a free private kayaking session for two in the heated indoor pool from The

Colony Aquatic Park; two free tickets to an upcoming Lakeside Community Theatre production; one free hour of bowling for up to four people and free shoes from Lakes Lanes; and a \$25 gift certificate from The Royal Brush.

Diane and Christie hope to implement another geocaching contest in the future highlighting more of The Colony's wonderful amenities.