



**Find Each Piece of the Puzzle
along the Hospitality Highway**

www.hospitalityhighway.com/geocache

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For Immediate Release

High Resolution Images Available

Visitors, locals invited to ‘cache in’ on The Ultimate Geocache Challenge along the Hospitality Highway

SANDY SPRINGS, GA – Oct. 12, 2011 – Take a chance to win prizes in The Ultimate Geocache Challenge sponsored by the community partners along the GA 400 Hospitality Highway.

On Nov. 1, the GA 400 Hospitality Highway partners, including Buckhead, Sandy Springs, Roswell, Alpharetta, Cumming/Forsyth, Dawsonville and Dahlonega, will join together to offer their own version of this high-tech hide and seek.

Contestants will be invited to search for one piece of a 5 x 7 puzzle at each of the seven partner communities based on coordinates and clues provided on the Hospitality Highway website. Those who find all seven pieces qualify for monthly drawings which will include gift certificates for dining, shopping and entertainment.

An entry form may be filled out at any of the partner locations but a completed puzzle must be presented when the form is submitted. The locations may be visited in any order.

The first drawing, to be held at the end of November 2011, will award one lucky winner with \$350 worth of dining gift cards from area restaurants.

Geocaching is an outdoor treasure hunting game being played around the world by an estimated five million people. Participants navigate to a specific set of coordinates using GPS-enabled devices and then attempt to find the cache at that location.

Geocachers of all skill levels are welcome. The promotion runs through September 2012 but don't wait. The sooner you play, the better your chance of winning. Hop in your car, grab your GPS and find your piece of the action today.

Rules and instructions are available at visit www.hospitalityhighway.com/geocache.

The Hospitality Highway encompasses the full length of scenic Georgia 400, linking together the communities of Buckhead, Sandy Springs, Roswell, Alpharetta, Cumming/Forsyth, Dawsonville and Dahlonega, from North Fulton County in metro Atlanta to Lumpkin County in the North Georgia Mountains. Defined by lush, natural beauty, historic landmarks and heritage sites, upscale shopping and eclectic gallery hopping, ambitious performing arts, restaurant scenes both piquant and deliciously memorable and only-found-here attractions, the region unfolds from the heart of Georgia wine country to the cosmopolitan charms of the city. For more information, visit www.hospitalityhighway.com.