

FOR IMMEDIATE RELEASE

Contact: Sadie Caplan
Email: sadie@sceneinwinston-salem.com

"SCENE IN WINSTON-SALEM SCAVENGER HUNT" SET FOR APRIL 24, 2010 Registration Now Open for the 3rd Annual Downtown Fundraiser

Winston-Salem, NC (February 4, 2010) -- Following the success of the 2008 and 2009 scavenger hunts, *Scene in Winston-Salem* is excited to announce the third Downtown Scavenger Hunt on Saturday, April 24, 2010 from 1:00pm-5:00pm.

The *Scene in Winston-Salem Scavenger Hunt* is a volunteer-organized event whose efforts hope to help raise awareness of downtown events and businesses, as well as contribute to the Downtown Winston-Salem Partnership (DWSP) which provides assistance to restaurants, bars, and galleries wishing to operate downtown.

Registration for the hunt opened on-line February 1, 2010 at www.sceneinwinston-salem.com and the \$20 fee includes a gift bag filled with coupons/advertisements from sponsors as well as admission to the after-party which includes free food and drinks. Families, businesses, students, and everyone, young and old is invited to put your team together now and join us for this memorable experience!

100% of the proceeds benefit DWSP's Foundation, which assists the downtown history, community, and local arts scene. Mayor Allen Joines has started the 2008 and 2009 *Scene in Winston-Salem Scavenger Hunts*, which have attracted a crowds of over 250 hunters who helped raised nearly \$7,500 collectively.

"Not only is *Scene in Winston-Salem* a fun-filled afternoon of entertainment with your friends, it's also a great opportunity to learn about the great places in and around our downtown" Susan Morris, Event Founder. "We look forward to not only promoting the town that we live in, but to share some of our downtown's rich history and showing off the revitalization that downtown Winston-Salem continues to experience every year."

Teams of two solve clues that lead them to downtown Winston-Salem destinations. At each of the ten destinations, the racers will perform tasks, have their "passport" stamped, and take pictures at these downtown businesses and landmarks. Various bonus points and prizes are earned along the way and prize money is awarded to the first three teams to complete the hunt. After crossing the finish line, hunters are rewarded with an after-party with food, beverages and awards for best team costume, best team t-shirt, and best team name.

This is a great event for a great cause. We hope that you join us for the *Scene in Winston-Salem Scavenger Hunt 2010*.

For up to date info and news check out Scene in Winston-Salem on Facebook (facebook.com/sceneinws) and Twitter (twitter.com/sceneinws).

Additional information on previous year's hunts as well as this year's hunt can be found at www.sceneinwinston-salem.com. For additional press questions please contact Sadie Caplan at Sadie@sceneinwinston-salem.com. Sponsorship opportunities are also available, if interested please contact Debra Sheets (Debra@sceneinwinston-salem.com)