

Rusk County Development & Tourism

311 Miner Ave., Suite N133

Ladysmith, WI 54848

(715) 532-2257 --- fax (715) 532-2272

info@ruskcounty.org -- www.ruskcounty.org

For Immediate Release

Date: August 26, 200

Contact: Andy Albarado

Phone: (715) 532-2257

“Rusk County Geocaching Event To Be Held”

Rusk County, WI- As a lead up to the Leaf it to Rusk Fall Celebration, a month long geocaching contest will be held in Rusk County. The Leaf It to Rusk County Geocache Contest will run through the month of September, and will include 25 caches located throughout the County. This event will be an excellent way to enjoy the changing fall colors and various sites in the County that you might not otherwise see. These are all new cache's specific to this event, after the event is over all caches will become permanent. For those not familiar with geocaching, it is often referred to as a high-tech scavenger hunt where a GPS device is used to locate a hidden item. What and where items are hid is up to the original person who places the cache, most often the item is small box containing a log book and small items for exchange. For this contest the caches will be easy to moderate in difficulty and terrain, and will be regular in size (small ammo can). Inside each cache will be a clue. Participants will record each clue that they find in the caches. Recording the clue will be a way to determine what caches were found, but all of the clues collectively will lead to one answer about something regarding Rusk County. The more clues (caches) you find the easier the answer should be to determine, The answer could be a person, place, event, etc. from the past or today. Participants will record each of their finds and final answer on the entry form available on the website (www.leafittoruskcounty.com) or at the Rusk County Visitor Center. Coordinates of the caches will be available on the website, at the Visitor Center and also on the geocaching.com website.

The contest will offer three ways for participants to win. All teams that turn in an entry

form will be entered in a drawing for five \$25 Chamber Dollar certificates. Teams will be entered into the drawing according to the number of caches that they have found. (i.e. 5 caches found = 5 entries, the more you find the better your chances of winning). The first 50 teams/participants that submit an entry form with at least of 10 of the 20 caches found will receive a Rusk County Geocaching gift. Finally, all teams that correctly solve the final answer will be entered into the drawing for the grand prizes. The Grand Prize is a \$500 Rusk County gift package, which includes \$250 in Chamber dollars and \$250 in merchandise. The second grand prize is a \$250 Rusk County gift package, which includes \$125 in Chamber dollars and \$125 in merchandise. For those that may be new to geocaching, GPS units will be available for rental at the Rusk County Visitors Center, compliments of the Flambeau Mining Company. The units can be rented by the day for \$10 along with a photo id. There will also be an introduction to geocaching workshop at the Copper Park Equestrian Trailhead located on the reclaimed Flambeau Mine on September 6 from 9 am to noon as part of the Annual Ladysmith Community Walk. Another session will be held at the same location from 10 am to Noon during the Guided Horseback Trail Rides sponsored by the Flambeau Riders.

The Geocache contest is sponsored by the Greater Ladysmith Area Chamber of Commerce, Rusk County Tourism, and Flambeau Mining Company. Additional details and entry forms are available at the Rusk County Visitors Center, 205 W. 9th St. S., Ladysmith, WI 54848, (715) 532-2642 or on the Leaf it To Rusk website, www.leafittoruskcounty.com or www.ruskcounty.org. Entry forms are due to the Visitors Center by October 1.