



Date: June 12, 2013

PRESS RELEASE—*For Immediate Release*

Contact:

Jessica Pachal, Communications Coordinator
936.522.3502 | jpachal@cityofconroe.org

505 W. Davis St.
Conroe, TX 77301

936.522.3500
1.877.426.6763

fax 936.756.6752
www.PlayInConroe.com

Follow us for daily
news and updates:



/VisitConroe



@VisitConroe



coffeewithconroe.blogspot.com



/VisitConroeTx



ConroeAreaTexas

CONROE CVB UNVEILS CACHING CONROE

The Conroe CVB unveiled its geocaching campaign recently called Caching Conroe. Geocaching is part of a worldwide game very similar to a scavenger hunt enjoyed by GPS (Global Positioning System) users. Participants use the GPS feature of their cell phone or a dedicated GPS device to enter in the coordinates of a specific cache and are then led by their device to the location.

The CVB has hidden twelve “treasures” or “caches” around Conroe in places of historic significance. Residents and visitors can download a Cache Passport containing the coordinates of each of the twelve caches from the CVB’s website, www.playinconroe.com. Then, the hunt is on! Once at the location, cachers will explore the area in order to find the hidden container that holds the treasure. Each of the twelve cache containers that are hidden are printed with a dedicated QR code that links to a specific website highlighting historical and fun facts about that location. Additionally, the cache containers contain a codeword and a log book. Participants are asked to record the codeword on their Cache Passport, sign their name in the log book, and then put the container back just as they had found it. After all twelve caches have been discovered and the passports with completed code words have been authenticated at the CVB office, cache hunters will be rewarded with a special Conroe-themed prize.

Geocaching began in May 2000 when action by the government opened GPS accuracy to civilians. The next day the first-ever geocache was hidden in the woods near Beavercreek, Oregon. Today there are nearly three million caches hidden globally and close to thousand recorded caches hidden within the Texas State Park system. “The phenomenon of geocaching has seen a powerful resurgence with families as of late. The Conroe Convention and Visitors Bureau is excited to get on board with this family friendly adventure that will bring great entertainment to Conroe.” says Jessica Pachal, Tourism Coordinator of Public Relations and Social Media.

###

If you would like more information about this topic, or to schedule an interview with the Conroe Convention and Visitors Bureau, call Jessica Pachal at 936.522.3502 or email Jessica Pachal at jpachal@cityofconroe.org.