



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE: April 12, 2011

CONTACT: James Haydu, 206-774-5225 or [james@pikeplacemarket.org](mailto:james@pikeplacemarket.org)

### **It's Time for the 4<sup>th</sup> Edition of the Pike Place Market's "Around the Market in 80 Minutes" Travel Adventure Game April 17**

*Game takes game players around the Market in a timed and scored contest for prizes*

SEATTLE – Just when you think you've seen it all comes the game that proves, "Oh, I didn't know that was there." The Pike Place Market, always full of nooks and crannies to discover, hosts this free and open-to-everyone event that guides players around the Market to five destinations in the nine-acre historic district. Check-in starts at 11 a.m. at the tent near Rachel the Pig. Players receive a "Passport" game card.

From 11 a.m. to 5 p.m., players figure out clues to find five Market destinations. At each destination, a "Customs Agent" stamps each player's "Passport" and gives them a sticker that can help with their score. The stickers play a role in helping players get the lowest score possible. There are bonus questions to answer, too, for added challenge. The person with the lowest score at each game wins a prize.

Each player turns in his or her "Passport" upon completion. Any tie is broken by the fastest completed "Passport."

This is the fourth in a six-game series. Here are the other game dates:

May 29

June 26

"This is Seattle's own amazing race," said James Haydu, Director of Marketing and Programs for the Pike Place Market PDA. "Even with the construction, which is now winding down by the way, the Market has proven to be a fun place to play, shop and work. The Market is open during all construction work happening during the renovation."

For more information, and to see answers to previous bonus questions, go to [http://www.pikeplacemarket.org/news\\_events/aroundthemarketin80minutes](http://www.pikeplacemarket.org/news_events/aroundthemarketin80minutes).

###