

For Immediate Release



New Yorker's Crusade for Geographic Literacy

- The **2002 National Geographic Society – Roper Poll** testing geographic literacy put US youth close to the bottom and Sweden at the top. Sweden, as did many Scandinavian countries, include orienteering as part of their curriculum
- More US young people could identify the island locale of the last “**Survivor**” than they could find **Israel** on a map
- Since 1965 when **Geography** was **eliminated** as a subject (history, civics and geography all morphed into Social Studies) US scores have been on a rapid decline

When his son's Scout troop couldn't read their maps on a summer trip, Chris Cassone, of Carmel, NY, filled a camp trunk with M&M's, drew a map of the camp, hid the key in the woods and challenged the boys with a **map game**. Voila...they all earned their badges that summer as they polished off the chocolate. And Cassone realized he was on to something big when a dad who was a **corporate** leader asked him to enlarge the game for his company's conference as a **team builder**. Soon, Treasure Hunt Adventures, Inc. was born and since 1988 he has led conferences for over **50 Fortune 500 companies** throughout the world. He also brings his map games directly into the classrooms of many schools in the NY area with the trendy new interdisciplinary tool of **Orienteering**, the Scandinavian forest sport.

He has just published a **Do-It-Yourself treasure hunt** in **NYC's Central Park** where everyone can experience the adventure of this thrilling map and compass game within the confines of NY's grand open space. **Families, schools, Scouts, tourists...** anyone with a sense of adventure, can use the map to answer the **15 clues** (mostly at the famous monuments) to decode the secret message. Then they use the map's serial number to log on and claim their treasure. There is **Treasure for all** who complete the adventure (and most should...it takes several hours of walking in the southern section.)

Please consider coverage of this groundbreaking initiative. Call for info and copies.

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