



Byway is Cashing in on Geocaching

The Illinois River Road National Scenic Byway is cashing in on a new phenomenon that's growing worldwide. It's called Geocaching. It's a high-tech treasure hunting game played all around the world. Adventurers use a GPS to find hidden containers, called Geocaches. Then they share their experiences from their treasure hunt online. All age groups can get involved in Geocaching, and it promotes a sense of community and support for the environment, plus it's a great way to increase tourism in the area.

Join the Illinois River Road National Scenic Byway and the Peoria Area Convention and Visitors Bureau on the steps of the newly renovated Visitor's Center on the Peoria Riverfront on April 30th at 10am for the kickoff event.

Geocachers will receive coordinates for the hidden caches at this kickoff event. There will be 90 caches placed along the Illinois River Road National Scenic Byway from the Ottawa to Havana areas. Once a Geocacher finds 10 of the 15 caches in each of the six Gateway Communities along the Byway, they're eligible to purchase a special Illinois River Road National Scenic Byway coin (\$8.50). These special coins, unique to each of the six communities, will also be unveiled at the April 30th event. We will have plenty of giveaways, coupons, and other special offers that day, as well as a limited edition event coin. This is an event you definitely don't want to miss!

This is the first program of its kind in this region but there are millions around the world, including right here in central Illinois. To learn more about Geocaching visit www.geocaching.com and to learn more about the Illinois River Road National Scenic Byway's big Geocaching event on April 30th visit www.illinoisriverroad.org.

##

The Illinois River Road National Scenic Byway spans both east and west sides of the Illinois River from Ottawa to Havana. The route was designated one of America's Byways® in 2005 for its natural and historic intrinsic qualities. Its six gateway communities include Ottawa, Princeton, Peoria, Pekin, Canton, and Havana with additional key communities along the route. Learn more: www.illinoisriverroad.org.

*For more information or interviews please contact Renee Charles at 309-495-5905 or rcharles@h-p.org or
Byways Director Anaise Berry at 495-5909 or aberry@edc.h-p.org*

###

*The Illinois River Road National Scenic Byway is a program of the Economic Development Council for Central Illinois
and a company of The Heartland Partnership.*



100 SW WATER STREET • PEORIA, IL 61602
309-495-5909 • Fax: 309-495-5941 • www.illinoisriverroad.org
A PROGRAM OF THE EDC FOR CENTRAL ILLINOIS