

Media Release

For Immediate Release

NorthernTel Celebrates with “Geocaching” Family Oriented Activity – Chances to Win Thousands of Dollars Worth of Prizes

A technology-based, outdoors learning activity is part of the celebrations of NorthernTel 100th anniversary in 2005. The company is sponsoring a number of “caches” throughout northeastern Ontario.

Northern Ontario GPS Treasure Hunting (NOGPSTH). (www.geocachingontario.com) is a four-season outdoors activity using Global Positioning System (GPS) technology. Participants have chances to win thousands of dollars worth of prizes by finding the “code word” at the caches.

The hand-held units sold in outdoors stores are one of the “hottest selling retail items” for recreationalists. GPS, using satellite technology, marks location for a variety of outdoor enthusiasts’ and those interested in “geocaching.”

“This is a family activity and a whole lot of fun, said Norma Hughes Howard, Manager of Communications and Public Affairs for NorthernTel. “Whether you are hiking, biking, bird watching, fishing, snowmobiling or in your car, you potentially could be using a GPS unit and be looking for the hidden caches near many communities in northeastern Ontario. NorthernTel is pleased to promote this activity as part of our heritage celebrations.

The NOGPSTH caches are being planted throughout Northern Ontario and NorthernTel has sponsored caches near Kapuskasing, Timmins, Matheson, Kirkland Lake and Temiskaming Shores. The caches are also part of the world-wide phenomenon, called “geocaching” found at www.geocaching.com .

Bill Steer of NOGPSTH said, “Caches contain natural and cultural heritage stories and promote community visitation through its tagline – “Search, See, Learn and Stay Awhile.” At the same time participants’ recover a code word at the cache which they submit on the website – www.geocachingontario.com for “chances to win thousands of dollars worth of prizes using the online submission form.” Participants look under the Live Caches tab, all locations, GPS coordinates and clues are given to “would be treasure hunters.”

Lodges, health units, tourism economic development agencies and attractions have become involved promoting their own initiatives. Fort William Historical Park in Thunder Bay has virtual caches within the walls of the fort. Moonbeam (near Kapuskasing) has many caches along its theme trail and the North Bay District Health Unit purchased caches for a healthy living program. Woodland Echoes, a resort near Magnetawan (near Parry Sound) has started a new outdoors program for guests using GPS.

For more information contact Bill Steer at bill@canadianecology.ca or 1-888-747-7577, ext. 570.