



July 8, 2005

## FIRST EVER OFFICIALLY LICENSED U.S BOARD GAME ARRIVES IN BUFFALO-IS BUFFALO UP TO THE CHALLENGE?

Buffalo, NY- Buffalo residents will have the opportunity to “Bring Home the Gold”, when the “**Olympic Challenge**” makes its debut at the Boulevard Mall. The event to be held Saturday July 23rd, in the mall’s food court, will kick off the “**Take the Challenge National Tour.**”

With less than a year to go before the 2006 Winter Games, Altius Games will be touring the nation inviting people to share in their motto- “**Support- Play-Learn**”-, which encourages people to **support** the U.S. Olympic Team, **play** through the Olympic 5/rings, testing their knowledge while competing with family and friends, and **learn** how the Olympic Movement inspires everyone around the world. “We want to support the US Olympic Team, have fun, and generate excitement with a quality made in the USA board game”, says company CMO/VP Marketing Dik Lee.

The “**Olympic Challenge**”, is an Olympic based trivia board game, the first of its kind and the first to be officially licensed by the United States Olympic Committee. The game may be played individually or in teams from two to twenty people, and involves winning gold, silver and bronze medals. Players travel through the Olympic 5/rings answering trivia questions from five feature categories: Countries, Athletes, Rules & Records, Events and Olympic History. To win, a player must be the first to collect a gold medal in each of the five categories and then race to the finish line. Players can choose from multiple game versions, easy for beginners to challenging for trivia and Olympic enthusiasts.

The kick off event will begin at 11:30am and will involve three rounds of “**Olympic Challenge**” play. The public is invited to sign up at participating stores in the Boulevard Mall or online for their chance to be one of the twenty people that will be selected to take the challenge. The one day event will include, autograph signings, photo opportunities and the chance to face-off against Olympians, including Gold medalist Cathy Turner, as well as prize giveaways, a giant game board, and golden athletes! Everyone is invited! Come out and show your support!

The game will retail for \$29.95 U.S, and will be available July 1st 2005. Olympic Challenge can be found at Footlocker.com, in participating Olympic retail outlets, and will be appearing in retail outlets throughout the country. Additional information, upcoming tour dates, and sign up form available at [www.altiusgames.com](http://www.altiusgames.com)

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