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“TAKE THE CHALLENGE NATIONAL TOUR” IS COMING TO CHITAG-IS CHICAGO UP TO THE CHALLENGE?

Buffalo, NY- This Labor Day weekend (September 2-4th), Altius Games is bringing the “Olympic Challenge”, a GIANT game board and 2x Olympic Gold medalist Cathy Turner, to the Chicago International Toy & Game Fair (CHITAG) at Navy Pier. The fair will mark the third stop on the “Take the Challenge National Tour”, which launched July 23rd in Buffalo, NY.

The July 23rd kick-off event was a big success, receiving plenty of media coverage from local newspaper, radio and television stations, including Buffalo’s NBC affiliate, WGRZ Channel 2 and Buffalo’s CBS affiliate, WIVB Channel 4! On August 20th, Altius Games made its second successful stop in Miami, Florida, appearing on WTVJ’s (NBC 6) morning show “Today in South Florida.”

With less than a year to go before the 2006 Winter Games in Torino, Italy, Altius Games will continue 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, 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 three day event (Sept. 2-4th) will include three “**Olympic Challenge**” tournaments, with twenty people chosen each day to compete for prizes. Fair goers will have the chance to sign up online or at the Altius Games booth (#719), for their chance to play. **The event will also feature autograph signings and photo opportunities with 2x Olympic Gold Medalist Cathy Turner (Saturday), prize giveaways, a giant game board, and golden champions!**

Come out and show your support!!

Olympic Challenge retails for \$29.95 U.S and 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.

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