



NEWS RELEASE: September 27, 2005

## ALTIUS GAMES JOINS BORDERS BOOKS TO CELEBRATE EDUCATORS APPRECIATION WEEK

Buffalo, NY- Residents of Tukwila, Washington and the surrounding area will have the opportunity to **"Bring Home the Gold"**, when the **"Take the Challenge National Tour"** returns to Borders Books (17501 Southcenter Parkway) on Saturday October 15th for Educators Appreciation week.

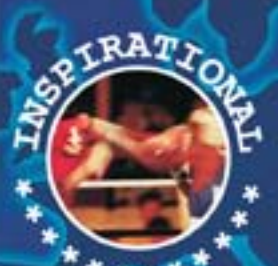
With the 2006 Olympic Winter Games coming in February, Altius Games has been touring the nation with **Olympic Challenge**, an officially licensed Olympic based trivia board game, inviting people to share in their motto- **"Support- Play-Learn"**, which encourages people to **support** the U.S. Olympic 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. Thus far, Altius Games has made tour stops in Duluth, MN, Buffalo, NY, Miami, FL and Chicago, IL, visiting fairs, malls and retail outlets. In the future, Altius Games hopes to bring their fun and exciting game and spirit to schools across the nation.

The one day Borders event will begin at 12pm and will feature **Olympic Challenge** game play, as local educators and coaches face off to compete on the Giant Game Board for lots of fun and exciting prizes! *Prizes include Seattle Sonics, Seattle Mariners, Seattle Sounders and Tacoma Rainiers merchandise, Six Flags passes, Borders Books Gift Certificates and more!!* The challenge is also extended to the public, who are invited to sign up online ([www.altiusgames.com](http://www.altiusgames.com)) or at Borders Books the morning of the 15th for their chance to join in the fun. The event will also feature a local Olympian, autograph signings, photo opportunities, a giant game board and pieces, giveaways, prizes and Golden Athletes! A perfect outing for the whole family!

Everyone is invited! Come out and show your support!

Olympic Challenge retails for \$29.95 U.S and can be found at a variety of web retailers, including Toysrus.com and Footlocker.com, as well as in Olympic retail outlets and various retail outlets throughout the country. Additional information, store locations, upcoming tour dates, and sign up form available at [www.altiusgames.com](http://www.altiusgames.com).

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