

FOR IMMEDIATE RELEASE

Date: March 24, 2022

From: Liz Welch, Community Investments Director

Re: **LCUW announces the “Livingston County Earth Day Challenge”**



**Livingston County
United Way**

Livingston County United Way is inviting the public to “go green” by participating in the Livingston County Earth Day Challenge, held over Earth Day Weekend, April 22-24.

You are invited to participate individually or gather up to 5 friends and family and create a team for this app-based, interactive scavenger hunt. All ages are welcome. Participants can gather points by completing challenges from home, their city, and locations of their choosing all over the community. Teams can play for fun, learning new ways to be better environmental stewards, *or* teams can play to win cool "green" prizes and fun experiences from participating local organizations.

Played on a smartphone using the free GooseChase App, The Livingston County Earth Day Challenge will include approximately 30 “missions”. Teams can pick and choose which missions to accept and complete over Earth Day Weekend, submitting “proof” of completion through the app in the form of photos, videos or text responses. Missions are wildly varied, from finding clues on local websites to creating art to visiting natural spaces and local businesses-even volunteering, taking a stroll in a county park, or taking a bike ride. Missions have assigned point values depending upon difficulty or the amount of time they will take to complete. Prizes will be awarded to 1st through 5th place based on points earned.

Some terrific event partners who are invested in sustainability and environmentalism in Livingston County have provided missions for this event, including Recycle Livingston, The Habitat for Humanity ReStore, Friends of Island Lake, The Crossroads Group of the Sierra Club, Vail Resorts, WM,

Livingston County Department of Planning, Livingston County Solid Department, Mom's Clean Air Force, MSU Extension, The Howell Conference and Nature Center and Bordines.

"If you've been thinking about making your household more eco-friendly, this is a creative and easy way to learn more about what resources exist in our community and take your first concrete steps", stated Liz Welch, Community Investments Director at Livingston County United Way.

"The Livingston County Earth Day Challenge scavenger hunt is our first collaborative event to promote sustainability awareness and best environmental practices throughout the community. If you want to learn more about how you or your organization or group can be involved in future sustainability efforts in Livingston County, please contact me at (810) 494-3000 or by email nmandziuk@lcunitedway.org" said Nicole Mandziuk, Development Director at Livingston County United Way.

Entry Fee for the Livingston County Earth Day Challenge is \$10 and the event is limited to 50 teams. Get signed up for the Livingston County Earth Day Challenge by visiting this link:

<https://conta.cc/3CZ4yP9> Event collaborators and prize donors are welcomed up until April 15th.

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