



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Explore Your 704 Launches in Charlotte

*First of its kind clean graffiti scavenger hunt
explores Charlotte neighborhoods*

CHARLOTTE, N.C. (October 10, 2018) – OrthoCarolina has made a game of exploring neighborhoods across the Queen City. Partnering with marketing firm #thesavageway, OrthoCarolina has launched Explore Your 704, a four-week, first-of-its-kind scavenger hunt that takes participants on an outdoor journey of discovery, fun and wellness.

“OrthoCarolina believes that the quickest path to wellness is to keep moving and we want Charlotteans active, outside and curious about our neighborhoods,” said Blair Primis, Vice President of Marketing, OrthoCarolina. “What better way to move than to explore your city on foot, win cool stuff and have fun doing it?”

Explore Your 704 Instructions:

Explore Your 704’s 12 clues will guide scavenger hunt players to three different sidewalk art images that exude Charlotte city pride. The mission is to use the clues to find the locations of the images.

Participants should take a photo and upload it to Instagram using #ExploreYour704. Each of the three sidewalk art images will be labeled (1 of 3, 2 of 3, 3 of 3) so players can find each one. Each image posted is considered an entry but those who find all three designs might notice a bigger picture take shape. A weekly winner will be selected for prizes that include gift cards, moss art by #thesavageway, Carolina Panthers tickets, and more.

“It’s a true adventure across the Queen City that provides free public art in an eco-friendly and unexpected way, and helps cultivate a love for Charlotte,” said Primis.

The scavenger hunt runs from October 10-November 10, 2018. Week Four will culminate with a party at NoDa Brewing Company on Saturday, November 10 with partners #thesavageway and Southern Tiger Collective, and will include art, beer, prizes and more. For more information, rules and full details visit ExploreYour704.com. The campaign is powered by OrthoCarolina and #thesavageway.

About OrthoCarolina

With expert physicians and care providers in locations throughout our region, OrthoCarolina is one

of the nation's leading orthopedic practices and your destination for comprehensive orthopedic care. Our expertise in the areas of foot and ankle, hand, hip and knee, shoulder and elbow, spine, sports medicine and pediatrics to offer a continuum of care unmatched in our region — and throughout the country.

OrthoCarolina. You. Improved.

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