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Emerald City Search starts Oct. 15 Community contest raises awareness for “The Year of the Frog”

Somewhere in Seattle, a mysterious and unique Emerald City Search medallion has been “hidden” in plain sight—and it’s up to the greater Seattle community to find it.

Beginning on Wednesday, Oct. 15, *The Seattle Times* and www.seattletimes.com will publish one clue each day for 10 consecutive days, leading Seattle adventurers to the location of the mysterious medallion. New clues will be revealed through Oct. 24 unless the medallion is found prior to that date.

Truly a community quest, only solving the clues can guide the seeker to discovery. *The first qualified person(s) to correctly solve the clues and follow the directions on the back of the medallion will receive \$2,500 in cash and prizes.*

2008 is “The Year of the Frog,” and scholars from the University of Washington, including some of the world’s foremost experts on amphibian biology and aquatic conservation, developed the series of challenging clues designed to lead one clever explorer to the medallion’s secret location.

For more information, visit **UWalum.com** or call the UW Alumni Association at **206-543-0540**.

About “The Year of the Frog”

Frogs and other amphibians are in severe decline in the Pacific Northwest and all over the world. Habitat destruction, a deadly parasitic fungus and other environmental threats may already have eradicated as many as 165 amphibian species.

During 2008, Woodland Park Zoo joins the Association of Zoos and Aquariums in a globally coordinated public awareness campaign: “The Year of the Frog.” The main goal of this campaign is to generate public awareness and understanding of the amphibian extinction crisis which represents one of the greatest species conservation challenges in history.

The Emerald City Search, developed to underscore the significance of experiential learning and the contributions of the UW’s renowned faculty, is a partnership between the University of Washington’s College of Arts & Sciences, the Hillel Foundation and the UW Alumni Association, and in cooperation with *The Seattle Times* and Woodland Park Zoo.

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