



SCVNGR, Greater Mankato Offer Winning Game Plan With Minnesota Vikings Training Camp Trek

BOSTON (July 30, 2010)— As the Minnesota Vikings arrive for their 45th year of summer training camp in Mankato, Minn., die-hard football fanatics and pretty much anyone who's a fan of summer (excuse me, who isn't?) will benefit from [Greater Mankato Convention & Visitors Bureau's](#) recent partnership with [SCVNGR](#).

Now through September 27th, The Convention & Visitors Bureau will be working with SCVNGR, a location-based social mobile game all about going cool places, doing quick, fun challenges, and earning points, to get Training Camp visitors and local residents out and about in the Greater Mankato community.

The origin for this trek came from "Jared's Journey", a game designed by the Visitors Bureau which included a life-size cutout of Vikings fan-favorite Jared Allen being taken to local hotspots and attractions.

With SCVNGR as a partner, the Convention & Visitors Bureau is able to take the game to a new level. The challenges will help fans explore the Greater Mankato area and can be anything from going to Viking's Village in Minnesota State University, Mankato Campus and snapping a picture of Viktor the wily mascot, to taking a photo with as many fellow Vikings fans in front of the large buffalo statue at Reconciliation Park, or heading to the Dam Store, the local bait shop/delicious pie shop (we're not joking with that combo), and writing the ingredients you would include in a Viking pie (Mmm, strawberry please). Challenges are fun, they're fast, and they earn you points with the chance to win Jared Allen autographed merchandise.

"For those that make the pilgrimage to Greater Mankato year after year to proudly show their horns for the Vikings, or those that are new to the area, our trek with SCVNGR provides a highly interactive experience that gives everyone something to do when camp closes for the day." said Jennifer Rath, Convention Sales & Marketing Director for The Greater Mankato Convention & Visitors Bureau. "It gets people out and about to experience our parks, historical landmarks and even to some of our local dining and entertainment areas. Collaborating with SCVNGR allows anyone in the area to appreciate Greater Mankato as the home to some amazing pro football training-and a whole lot more."

To play, grab the free SCVNGR app from the [Android Market](#) or [Apple App Store](#).

For more information go to: jaredsjourney.scvngr.com.



About SCVNGR

SCVNGR is a game. Playing is simple: Go places. Do challenges. Earn points! Share where you are and what you're up to with your friends on SCVNGR, Facebook and Twitter. SCVNGR is played via a free iPhone & Android app. But playing SCVNGR is only half of it. Individuals and enterprises build on SCVNGR by adding custom challenges and rewards at their locations. SCVNGR is funded by Google Ventures and Highland Capital Partners. Visit www.scvngr.com to learn more.

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