

LOVE HUNT GAMEPLAY

The 2018 Love Hunt is a Valentine scavenger hunt and social initiative focused on mental wellbeing. This initiative, while fun, encourages participants to take steps towards improving their mental health while removing the negative stigma surrounding mental health and encouraging meaningful dialogue on the topic

LOVE HUNT POSTERS

20 points

These Love Hunt prompts will be displayed in various locations throughout the Huntsville/Madison County or can be hidden nationally. If participants should choose to follow the prompts, they can send video or photo of them completing the tasks and hashtag LoveHunt2018. This will enter them into the drawing to win a participation prize and grand prize. There are 10 participation prizes available.

LOVE HUNT CARDS

2 to 5 points

There are also nine different Love Hunt cards that will be available on www.57NHampton.com for participants to print and distribute. These cards will display mental health tips from various mental health professionals. When hidden these cards are worth 5 points each, while when found, the finder will receive two points for each card found. In order to redeem the hiding points, participants must upload video of them hiding the cards in their various locations and hashtag LoveHunt2018. To redeem finding points, participants must upload photos of them finding the card. Doing this makes them eligible to win the grand prize.

LOVE HUNT TOKENS

10 points

There are a total of 14 Love Hunt Live cards, which will be placed seven at a time during Huntsville's Love Hunt Live. These cards: a) are worth 10 points b) enter their finders into the contest to win the Love Hunt Live Prize at the After the Love Hunt Party c) come with a gift. The participant who finds us during the Love Hunt Live, will get the prize of the night. If no one finds us, the prize will be a door prize to be given away at the After the Love Hunt Party

EVENTZEE APP

Huntsville/
Madison
only

Participants will be able to use this scavenger hunt app to decipher clues and follow GPS coordinates to local Huntsville/Madison businesses that participate in the Love Hunt. The player that gets the most points by the end of the day will win the prize of the day.

"Pinky Promise to Love You?"
www.57NHampton.com

