



Media Release- National PTA Convention June 24-26

**OLYMPIC CHALLENGE BOARD GAME ENCOURAGING THE NATIONAL PTA TO “SUPPORT-PLAY-LEARN”**

Williamsville, NY- One of the most unique, exciting and entertaining board games was introduced in February of this year, and will be appearing at this month’s 109th Annual National PTA Convention and Exhibition held at the Greater Columbus Convention Center in Columbus, Ohio, from June 24th-26th.

The “**Olympic Challenge**”, introduced by Altius Games, is an Olympic based trivia board game, the first of its kind and the first to be officially licensed by the United States Olympic Committee.

The game may be played individually or in teams from two to twenty people, and involves winning gold, silver and bronze medals. Players travel through the Olympic 5/rings answering trivia questions from five feature categories: Countries, Athletes, Rules & Records, Events and Olympic History. To win, a player must be the first to collect a gold medal in each of the five categories and then race to the finish line. Players can choose from multiple game versions, easy for beginners to challenging for trivia and Olympic enthusiasts.

Altius Games motto- “**Support- Play-Learn**”- encourages consumers to **support** the U.S. Olympic Team and potentially provide organizations with an alternative to meeting financial goals, **play** through the Olympic 5/rings, testing their knowledge while competing with family and friends, and **learn** how the Olympic Movement inspires everyone around the world.

The game will retail for \$29.95 U.S, and will be available beginning this fall. Olympic Challenge can be found at Footlocker.com, in participating Olympic retail outlets, and is expected to appear in retail outlets, in the U.S. A travel edition and learning edition are currently in development. Launch dates and additional information is available at [www.altiusgames.com](http://www.altiusgames.com)

**Fun Facts:**

- The Olympic Games are viewed by 88% of girls and 82% of boys aged 8-17 years.
- 81% of women and 78% of men watch the Olympic Games.

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