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ArtPride New Jersey Embarks on the Discover Jersey Arts Quest

BURLINGTON, NJ (October 6, 2014) – The month of October has once again been [proclaimed “Discover Jersey Arts Month” by Governor Chris Christie](#), and the ArtPride New Jersey Foundation, in partnership with the New Jersey State Council on the Arts, is celebrating with the implementation of a mobile-based scavenger hunt known as the **Discover Jersey Arts Quest**.

Through collaboration with [Munzee](#), a company that specializes in using technology to create mobile-based gaming worldwide, the Discover Jersey Arts Quest sends participants across the state to discover some of the jewels of New Jersey’s arts scene.

The nearly 30 arts destinations highlighted in the **Discover Jersey Arts Quest** are spread out over the 7,787 square miles of the Garden State, each featuring a QR code that participants scan in order to "capture" that location via a mobile app. The person that captures the most locations in the Quest will receive a grand prize: \$150 gift certificate to the participating arts venue of his or her choice.

“We were looking for a new way to celebrate October’s designation as Discover Jersey Arts Month,” said Jim Atkinson, Director of Programs and Services for the [ArtPride New Jersey Foundation](#). “A mobile-based scavenger hunt seemed like a fun way to get people out and discovering the riches our cultural community has to offer.”

While taking part in the Discover Jersey Arts Quest is completely free, Nick Paleologos, Executive Director of the New Jersey State Council on the Arts, warns that once you visit some of these locations, you may want to stick around. “You won’t receive extra points for buying a ticket,” said Paleologos, “but we’re sure that once you uncover some of these treasures, you’re going to want to come back.”

For more information about the Discover Jersey Arts Quest or to sign up, visit <http://www.JerseyArts.com/Quest>.

ABOUT THE ARTPRIDE NEW JERSEY FOUNDATION

The [ArtPride New Jersey Foundation](#), a 501(c)(3) organization, is the charitable and educational arm of ArtPride New Jersey that promotes the value of the arts to New Jersey’s quality of life, education and economic vitality through research and a variety of programs and services including Discover Jersey Arts and Arts Plan New Jersey.

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