



FOR IMMEDIATE RELEASE

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**THANKSUSA ANNOUNCES 3RD
ANNUAL ONLINE TREASURE HUNT**
**2008 "TREASURE OUR TROOPS" ONLINE GAME AVAILABLE
AT 12 AM, THANKSGIVING DAY;
HUNT RAISES AWARENESS OF SCHOLARSHIP FUND
FOR SOLDIERS' FAMILIES**

WASHINGTON—Families can start a new holiday tradition this Thanksgiving when ThanksUSA launches its 3rd annual online treasure hunt. The fun-filled online game is designed to excite Americans of all ages about learning American history, culture, and values while bringing attention to the needs of our military families.

The Treasure Our Troops hunt will be launched at 12 a.m. on Thanksgiving Day, 2007. Individuals, classrooms or youth groups can sign up at www.ThanksUSA.org. The hunt, which features more than 300 questions is free to play and will run through August 15, 2008, allowing classrooms and students in all grades and individuals of all ages ample time to participate. Thousands of Americans have participated in the first two hunts.

The effort is supported by country music singer/songwriter Stephen Cochran, whose self-titled first album was born after two tours of service in the United States Marine Corps – first in Iraq and then Afghanistan, where he lost a good friend to enemy fire. While Stephen was serving his country in combat, he was badly wounded during an ambush.

“The ThanksUSA effort to thank the troops means something. As a musician, I will do my part to help award scholarships to military families,” Cochran said. “As a veteran, I know how much ‘thank you’ means to the men and women that serve this country.”

Created in 2005 by nine- and eleven-year-old sisters from McLean, Virginia, the nationwide Treasure Hunt signals the beginning of the annual scholarship drive benefiting the families of active-duty status military personnel.

ThanksUSA has awarded nearly **\$4 million** in need-based, post-secondary scholarships to **more than 1,300 spouses and children** of military members serving on active duty status. Scholarships have been awarded **in all 50 states** and the District of Columbia to families representing all branches of service including the Guard and Reserves.

Prizes will be awarded for each "chapter" including laptops, iPods and gift certificates. Winners will be selected randomly from those who answer the "chapters" correctly. The game is free but individuals, corporations and foundations are encouraged to make donations to the 2008 college scholarship fund.

The 2006 Grand Prize winner received a prize package including a \$100,000 one-of-a-kind treasure chest filled with jewelry, gems and coins representing all 50 states contributed by Adeler Jewelers of Great Falls, VA; and a weekend in Washington DC provided by Northwest Airlines, The Willard InterContinental Hotel, the Washington Nationals and LaMay Limousine Service.

Thanks USA
Third Annual Online Treasure Hunt
Official Launch: Thursday, November 24, 12 A.M.

Coverage Opportunities:

1. **PRE-INTERVIEWS** can be arranged for your pre-packaged Thanksgiving Day segments with the following surrogates –

Stephen Cochran: Nashville-based singer/songwriter and Marine Corps veteran Stephen Cochran

ThanksUSA Team Members: Including the 9- and 11-year-old sisters who created ThanksUSA. They have appeared on Today and Fox and Friends

Local scholarship recipients: ThanksUSA can help localize the story by connecting regional media with local scholarship recipients

2. **SAMPLE QUESTIONS** from the Official 2008 Hunt can be provided for your news outlet's online interactive features.

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ThanksUSA's Mission

ThanksUSA is a non-partisan, charitable effort to mobilize Americans of all ages to "thank" the men and women of the United States armed forces by providing college, technical and vocational school scholarships for their children and spouses.

About ThanksUSA

Founded in the fall of 2005, ThanksUSA, a non-partisan 501(c) (3) organization, is an effort to thank the men and women of our armed forces and their families for their service to the country with the gift of education. The organization provides need-based, posts-secondary education opportunities to the children and spouses of active duty status military personnel through competitive scholarships. For more information visit www.ThanksUSA.org.