



FOR IMMEDIATE RELEASE

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MEDIA ALERT

“A MOUNTAIN” CHALLENGE RETURNS TO TEMPE, INVITING OUTDOOR ENTHUSIASTS TO TEST THEIR LIMITS AND EARN PRIZES WHILE SUPPORTING DOWNTOWN MERCHANTS

Contest Gives Hikers Extra Incentive to Enjoy Early Spring in Downtown Tempe

WHAT: “A Mountain” is a beloved Tempe destination for outdoor enthusiasts, and this spring, Valley residents will once again be able to lace up their hiking boots and compete for prizes at their favorite local hiking spot in the second annual “A Mountain” Challenge. The competition runs Saturday, March 12, through Saturday, April 30, 2022.

The fun, healthy and safe event, which is presented by the Downtown Tempe Authority, showcases “A Mountain” (also known as Tempe Butte) as a fun and convenient hiking destination, while giving participants the chance to support the Tempe downtown community and earn prizes.

HOW: The challenge allows participants to tackle climbs on their own schedule, and at their own pace, solo or with a partner. Registration is open through April 15; the \$25 entry fee includes a newly designed “A Mountain” T Shirt and access to an online tracking portal.

Participants will log their hikes via the portal and earn milestone prizes from local merchants based on the number of times they climb “A Mountain.” Entrants who complete the hike at least 40 times – roughly the distance of hiking Mt. Everest – will be eligible to win the grand prize, a Downtown Tempe Staycation Package.

WHY: “There’s really no time like spring when it comes to taking advantage of all the outdoor recreation amenities in Tempe,” said Kate Borders, Executive Director with Downtown Tempe Authority. “The ‘A Mountain’ Challenge adds some excitement to the experience for those who already know and love hiking in Tempe, and it’s a great way for newcomers to get acquainted with the mountain and its convenient access to our downtown merchants.”

WHEN: **The “A Mountain” Challenge runs Saturday, March 12, through Saturday, April 30, 2022.**
Registration is open now through April 15.

WHERE: “A Mountain” is located at the southwest corner of East Rio Salado Parkway and South Mill Avenue. Parking information is available at downtowntempe.com/get-around.

WHO: The award-winning Downtown Tempe Authority is a private, nonprofit organization that works in partnership with the City of Tempe to increase the value of Downtown Tempe through enhanced management, safety, marketing and promotional services on behalf of DTA members and other downtown stakeholders.

INFO: More information about Downtown Tempe’s “A Mountain” Challenge is available at <https://www.downtowntempe.com/events/amountainchallenge>.

To access and download visuals of this event, click here:

<https://www.dropbox.com/sh/rlyzshw014tznb7/AAARYZaVEJsFPZ6RyeccyfYMa?dl=0>

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