

For Immediate Release
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National Defense University Press Launches Online Scavenger Hunt, Taking on a Web 2.0 Attitude

Washington, D.C.—Beginning Wednesday, December 14, National Defense University Press (NDU Press) will be hosting a holiday scavenger hunt to highlight its Web site and publications. The event kicks off on the NDU Press Facebook page at 12:00 p.m. EDT.

The scavenger hunt will occur across all NDU Press sites, which include a [main Web site](#), [Facebook page](#), [Flickr](#), [Blogger](#) and [Twitter](#) sites. On each site, there will be a KEYWORD and a clue leading the user to the next site in the hunt.

The first 10 people to send all keywords in the right order to a provided e-mail will win a prize. Prizes include a signed copy of *Partnership for the Americas* by Admiral James G. Stavridis, photographic prints of the National Defense University by Tara Parekh, NDU apparel, and subscriptions to Joint Force Quarterly and PRISM.

NDU Press will also hide virtual “Easter eggs” throughout its Web sites. A virtual Easter egg is an intentional hidden message or feature in an object, such as a Web page. The Easter eggs will be planted in graphics and text, which users can click to win prizes. Some Easter eggs will only be viewable from specific browsers, adding to the challenge.

The NDU Press scavenger hunt is part of an ongoing Department of Defense–wide effort to shift to a more participatory Web. NDU Press is taking a Web 2.0 attitude, focusing on feedback and collaboration—in addition to first-class information.

National Defense University is the Nation’s premier center for joint professional military education. The University is an accredited graduate-level institution that provides an educational and research environment to prepare future leaders of the Armed Forces and civilian agencies for high-level policy, command, and staff responsibilities.

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