**TravelNevada and Nevada Magazine launch in-state travel campaign and scavenger hunt**

CARSON CITY, Nev. — The Nevada Division of Tourism (TravelNevada) and Nevada Magazine will again run the popular “Discover Your Nevada” program to spur in-state travel during the spring and summer travel months.

The annual campaign is designed to educate Nevadans about the vast variety of adventures available throughout the state, and ultimately encourage travel within the state.

“As families begin to plan their holiday weekends and summer vacations, I hope they take advantage of the Silver State’s amazing landscapes and unique experiences,” Gov. Sandoval said. “Nevada is home to awe-inspiring sights such as Valley of Fire, Lake Tahoe, Cathedral Gorge, and Lamoille Canyon. Travelers come from all over the world to see these places, and we are fortunate to have them in our backyard.”

Nevada Magazine created the Silver State Scavenger Hunt in conjunction with Discover Your Nevada to entice travelers to visit all corners of the state. Participants in the scavenger hunt must choose 10 locations in either northern or southern Nevada from a list found in the May/June issue of the magazine (a free issue will be sent to anyone who inquires and an option for entering without traveling is available), take a photo of themselves with the magazine in each location, and send the photos to the magazine. Completed entries will be entered into a drawing for a Land Rover Wheels Event. This is a one-day, hands-on driving adventure with trained Land Rover technicians, and catered meals. Each location is a historical marker and accessible to the public. Complete rules and details are available [here](http://nevadamagazine.com/home/extras/the-silver-state-scavenger-hunt/).

“Discover Your Nevada and the Silver State Scavenger Hunt are all about tapping into the adventurous spirit of Nevadans and inspiring them to explore  this extraordinary state,” Claudia Vecchio, director of the Nevada Division of Tourism and Cultural Affairs, said. “There is no reason a Nevada resident should ever say they have nothing to do this weekend. These programs can help inspire and guide every Nevadan in their quest for adventure.”

TravelNevada will produce itineraries that highlight the scavenger hunt photo locations to provide participants with suggestions of things to see and do during their trips. The agency’s social media channels will be dedicated to #DiscoverNV for the duration of the program, May 4 through mid-June, sharing travel tips and photo inspiration. The scavenger hunt will continue through July.

For more information on the Silver State Scavenger Hunt, visit [www.NevadaMagazine.com](http://www.nevadamagazine.com/). For information on travel within the state and to download travel guides, visit [www.TravelNevada.com](http://www.travelnevada.com/). Follow TravelNevada on [Facebook](http://www.facebook.com/travelnevada%22%20%5Ct%20%22_blank), [Instagram](http://www.instagram.com/travelnevada%22%20%5Ct%20%22_blank), and [Twitter](http://www.twitter.com/travelnevada) for updates and getaway ideas.

TravelNevada and Nevada Magazine are part of the Nevada Department of Tourism and Cultural Affairs. TravelNevada is responsible for promoting and marketing Nevada as a travel destination to domestic and international travelers. Operating within a performance-based budget structure, it is funded solely by a percentage of lodging tax paid by overnight guests throughout the state. For more, visit*TravelNevada.com*.[*Nevada Magazine*](http://www.nevadamagazine.com/)is self-funded through subscriptions and advertising and has been telling the story of Nevada since 1936.