



FOR IMMEDIATE RELEASE

**Hundreds Expected to Rush through Flatiron District Locations to
Solve the First Ever NYC Puzzle Hunt by Using Mathematics**

*“Catch that Ghost” Hosted by the National Museum of Mathematics (MoMath)
Custom designed by nationally renowned puzzlemaker Eric Berlin*

Sunday, October 21 from 11 a.m. – 5 p.m.

New York, NY (October 15, 2018), Hundreds of people are expected to rush through Flatiron District locations to solve the first ever math-themed New York City puzzle hunt on **Sunday, October 21 from 11 a.m. to 5 p.m.** Hosted by the [National Museum of Mathematics \(MoMath\)](#), the only math museum in North America, [“Catch that Ghost”](#) is a custom designed puzzle hunt created by nationally renowned puzzlemaker, Eric Berlin.

“Catch that Ghost” is a family-friendly, location-based puzzle hunt designed for families in New York City. Teams of 3 to 6 players have the opportunity to explore various landmarks in midtown Manhattan by solving different puzzles that eventually lead to a final destination. MoMath volunteers will be available at each checkpoint location to include hints and prizes to guide groups to the final puzzle to catch the “ghost of MoMath.”

“Eric Berlin is an expert designer and we are thrilled to be bringing his one-of-a-kind puzzle to New York City for the first time ever,” said Cindy Lawrence, Executive Director of MoMath. “This ghost-themed puzzle hunt challenges people of all ages to think creatively, develop mathematical problem solving skills, and experience how those skills can be used in fun and practical ways in our everyday lives.”

Each group will begin their hunt from the MoMath lobby and will venture out to complete various mathematical puzzles throughout the Flatiron District of Manhattan. Groups will be given different puzzles that will challenge them to fit pieces together using math and clues from their surroundings to unravel MoMath’s Halloween mysteries and cross the finish line.

Eric Berlin, creator of “Catch That Ghost,” is a member of the National Puzzlers’ League and author of the puzzle-filled children’s book series “The Puzzling World of Winston Breen.” He is the founder of [Puzzle Your Kids](#), which sends out puzzles every week to thousands of kids around the world. He has created puzzle events for the Connecticut Science Center, American Crossword Puzzle Tournament, and Connecticut Library Association, and has had dozens of crosswords and other puzzles published in the *New York Times*, *Wall Street Journal*, *Los Angeles Times*, and others.

About the National Museum of Mathematics

The National Museum of Mathematics (MoMath) strives to enhance public understanding and perception of mathematics in daily life. Currently celebrating its fifth anniversary, MoMath has reached more than 1.5 million New Yorkers and visitors from around the world.

The only math museum in North America, MoMath fills a critical demand around the country and worldwide for hands-on math programming, offering a space where the math-challenged, as well as math enthusiasts of all backgrounds and levels of understanding can enjoy the infinite and beautiful world of mathematics through more than 37 unique, state-of-the-art, interactive exhibits.

In addition to MoMath's home in New York City, Museum exhibitions and content are currently featured in Singapore, Brazil, Germany, Russia, Spain, Sweden and the UK.

MoMath received the 2016 Communications Award for Public Outreach from the Joint Policy Board for Mathematics. The Museum was awarded the bronze 2013 MUSE Award for Education and Outreach by the American Alliance of Museums. MoMath has been recognized as the Most Fascinating Museum in New York State by the TripAdvisor vacation site, and hailed as "Best Museum for Kids" by *New York Magazine*.

MoMath, located at 11 East 26th Street on the northside of popular Madison Square Park in Manhattan, is open seven days a week, 10 a.m.- 5 p.m. For more information, visit momath.org.

###

CONTACT: Shannon Duer | shannon@gzandassociates.com | 631-487-5883
Jes Siart | jes@gzandassociates.com | 603-289-8707