

****MEDIA ADVISORY****

MIDNIGHT MADNESS RETURNS TO NYC WILL RAISE FUNDS FOR GOOD SHEPHERD SERVICES SATURDAY, AUGUST 8, 2015

The charity hunt challenges the brightest minds in finance and other industries to an all-night marathon puzzle-solving contest through New York City to raise money for Good Shepherd Services

Over 200 participants will tackle a game which, in the past, has had them playing mini golf with lasers, lighting up skyscraper spires, and planning the seating chart for Kevin Bacon's wedding, to beat the competition and demonstrate superhuman ingenuity and resourcefulness

The last Midnight Madness event in 2013 raised \$3 million dollars for Good Shepherd Services

NEW YORK, NY, JULY 29, 2015 — [Midnight Madness](#), an urban puzzle-solving contest experience that raises money for [Good Shepherd Services](#), returns to New York City this August.

Over 200 of the brightest minds in finance and other industries will compete in the elaborate scavenger hunt, which, in the past, has required knowledge of everything from military alphabets, circuit wiring, '80s songs and video games, to New York historical locations. Citi, Credit Suisse, Global Atlantic, Goldman Sachs, and SECOR Asset Management all have returning teams. Joining for the first time are teams from Bloomberg, Cantab Capital Partners, Ernst & Young, KPMG, Pine River and several other financial and tech institutions.

Challenge creators, Mat Laibowitz, PhD and Dan Michaelson, have designed a series of “cleverly camouflaged, incredibly ingenious and devilishly difficult puzzles” — the answers to which indicate the location of the next puzzle, and so on, until the finish line. Laibowitz is the founder of Futurruption, whose mission is to design, develop, and deploy engaging experiences in the forms of augmented environments, reactive architecture, interactive installations, and unique products. Michaelson is one of the founders of Linked by Air, a graphic design partnership where design and technology are intertwined inventive processes, often focused on the production of public space, both in the world and online.

The last Midnight Madness event, in 2013, raised \$3 million for Good Shepherd Services through sponsorship of the 30 teams that competed. Good Shepherd Services is a nonprofit that helps young people growing up in poverty find opportunities for success. It operates over 80 programs, which help nearly 30,000 youth and family members in struggling neighborhoods throughout New York City.

This year's event will help underwrite the cost of Good Shepherd Services' construction of a new state-of-the-art community center in East New York. This new facility will serve 1,000 children, youth, and families each year through a range of programs and services that promote community development with a goal of contributing to the social capital, strength, and vibrancy of the whole neighborhood.

In-depth coverage of the 2013 event was provided by a [New York Times](#) reporter who was embedded with one of the teams. Additional coverage can be found in [The Wall Street Journal](#), [Quartz](#), [ABC News](#), [Bloomberg Business](#), and the [Daily Mail](#).

WHO: Mat Laibowitz and Dan Michaelson, Midnight Madness creators
Elisha Wiesel, Goldman Sachs partner and Good Shepherd Services board member
Lindsi Shine, INsider CEO, Midnight Madness event planner

WHAT: Midnight Madness 2015 — an all-night charity scavenger hunt of intricate riddles and puzzles on the streets of New York City that raises money for Good Shepherd Services, a nonprofit that helps young people growing up in poverty find opportunities for success.

WHEN: **8PM Saturday, August 8, 2015 into midday Sunday, August 9, 2015**

WHERE: Starting point: a secret location in Manhattan to be announced next week; and various locations throughout New York City

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About Midnight Madness

Midnight Madness is a charity scavenger hunt that raises money for Good Shepherd Services, a nonprofit that helps young people growing up in poverty find opportunities for success. The event sends participants throughout the city to solve intricate riddles and puzzles. The first Midnight Madness event took place in 1996.

About Good Shepherd Services

Good Shepherd Services goes where children, youth, and families face the greatest challenges and builds on their strengths to help them gain skills for success. We provide quality, effective services that deepen connections between family members, within schools, and among neighbors. We work closely with community leaders, both locally and nationally, to advocate on behalf of our participants to make New York City a better place to live and work. Each year, we work with more than 29,000 New Yorkers through over 80 programs in the Bronx, Brooklyn and Manhattan which include networks of school-based support, youth justice, and family service programs in Brooklyn and the Bronx; group homes for adolescents; and foster care and adoption services. www.goodshepherds.org