



PRESS KIT

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About Let's Roam

WHAT LET'S ROAM

Let's Roam gives you the tools to interpret your surroundings and build lasting relationships. All scavenger hunt adventures are app-lead so you can wander at your own pace.

- Available in over 400 locations worldwide
- No reservations or tour guides required
- Perfect for groups of any size, corporate team building and fundraisers

OUR COMPANY MISSION

We focus on connection through exploration, creating new ways for people to see the world, create memorable experiences and meet new people. Our mission is to reimagine the way people explore and connect, at home and abroad. As we grow, every decision we make begins with our mission.

WHAT IS A LET'S ROAM SCAVENGER HUNT

INTERACTIVE ROLES

Each player chooses an interactive role like Brainiac, Photographer or Explorer, so everyone's in on the fun! Kids ages 5 and up can even pick the Youngster role.

DOWNLOADABLE PRESS ASSETS

[PRESS ASSETS & PHOTOS](#)

Our Story

WHY WE STARTED LET'S ROAM

Let's Roam helps people explore their surroundings, connect with others, propose to their partners, take corporate events outdoors and raise thousands of dollars for charity. And it all started a decade ago in a 5th grader's imagination.

Charlie Harding, one of the tallest kids in his grade, often acted his height rather than his age. He taught himself how to program and spent nearly two decades working on a website that transformed the world wide web into one big scavenger hunt.

Charlie's love for the digital world would later translate into a passion for travel. He loved exploring different cultures and connecting with strangers. Travel also brought Charlie closer to his older brother, Mike Harding.

For the first few years of Mike's life, he couldn't hear, not a thing, but he took in the world with wide eyes. He was always wandering off, mesmerized by birds, blades of grass, the crooked shingle on a roof.

Mike regained his hearing, but never lost his sense of wonder. He was always learning about far-flung places but also found, in his hometown, an abundance of history and curiosities hiding in plain sight.

The idea of bringing scavenger hunts from the internet to the outdoors happened while Charlie and Mike were traveling together. They thought a scavenger hunt would be the most fun way to engage with their new environment.

Mike wrote the first scavenger hunt, in St. Louis. He walked around downtown on one of the hottest days of the year, connecting the best landmarks, crafting games and providing historical perspectives. Dehydrated, the end of the hunt was nearly incomprehensible, but clearly, Mike was willing to pour his sweat into scavenger hunts.

More importantly, they realized that scavenger hunts could help

people travel and connect. The dream was then to design hundreds of city-wide scavenger hunts around the world, a project that Charlie and Mike could work on together.

OUR PASSION

These two brothers combine their mutual love of travel, complementary skills and a brutal honesty honed over a lifetime of butting heads. Their chemistry seems to be working. So far, these scavenger hunts have spread to over 300 cities around the world, enjoyed by thousands of adventurous travelers and hometown explorers.

On each scavenger hunt, questions, facts and photo challenges are tied together with a smartphone app. Everyone works together to answer questions, learn about their surroundings and take quirky team photos. Charlie and Mike, alongside their ever-growing team, work behind the scenes to enhance the scavenger hunt experience every day.

THE FUTURE

In early 2018, the brothers set up a permanent office in Denver and shifted the vision from ScavengerHunt.com to Let's Roam. The dream has expanded from a "scavenger hunt company" into a brand that truly changes the way people travel and connect.

Bar hunts, food tours, and a travel blog are all in development. Then there are the ambitious philanthropic goals. One project will give children from all walks of life access to the scavenger hunts, helping anyone and everyone explore the world together.

Travel and connection, that's what Let's Roam is all about. Let's wander with purpose.

Founder Bios

Charlie Harding

Charlie Harding is the co-founder and CEO of [Let's Roam](#), a childhood idea that evolved into the number-one scavenger hunt company in the world. Charlie's strong background in programming, marketing and business has empowered him to build and grow an epic brand from the ground up. Let's Roam operates in almost every major city and is rapidly expanding.

Charlie and his team are on a mission to help people explore the world and connect with others through fun, interactive experiences. [Photos of Charlie Harding](#)

Michael Harding

With an impressive background in financial services and bioengineering, Michael Harding is the co-founder and CFO of [Let's Roam](#). He is responsible for financial management, strategic planning and product development, which includes forecasting, budgeting, e-commerce and web-based technologies. Prior to starting Let's Roam, Michael worked as a Quantitative Associate Analyst for Allstate Investment Services and earned an MBA from Washington University.

Our Product/Service Offerings

Small Group Scavenger Hunts

CITY SCAVENGER HUNTS

Any day is a good day to explore like never before. Try our classic city scavenger hunt and take the best tour of a city.

DATE NIGHT SCAVENGER HUNTS

For couples on their first date or their fiftieth, our date night scavenger hunt promotes connection...and keeps the mystery alive. Select a date night theme on any city hunt, bar hunt or ghost tour.

BAR HUNTS & CRAWLS

Get ready for bar hopping like you've never experienced before with a Let's Roam bar hunt! With hilarious photo and video challenges, Let's Roam is putting a new spin on the old bar crawl.

GHOST TOURS

Bring out your inner Ghostbuster with a ghost tour scavenger hunt! Get ready to learn the hidden secrets in your town by exploring haunted places and learning all about the paranormal past right in your own backyard.

Celebration Scavenger Hunts

Choose any Let's Roam Scavenger Hunt, Bar Hunt or Ghost Tour, or work with our writers to customize your own adventure.

BACHELORETTE SCAVENGER HUNTS

Plan an adventure to celebrate the bride-to-be with roles that are designed for an unforgettable girls' adventure out.

BACHELOR SCAVENGER HUNTS

Bro code meets Da Vinci code in this thrilling hunt made for the man of the hour.

BIRTHDAY SCAVENGER HUNTS

Gather your friends and get ready for a good time, Let's Roam scavenger hunts are the best birthday celebration idea around! No more boring birthday party games, a bday scavenger hunt will take you on a hilarious adventure that's enjoyable for all ages.

Large Group & Corporate Events

Let's Roam will help you make the most out of your team building.

LARGE EVENTS & FESTIVAL SCAVENGER HUNTS

A Scavenger Hunt is the perfect way to make your event even more fun and exciting. Guide guests around the venue pointing out must-see spots or sponsors.

TEAM BUILDING ACTIVITIES

Let's Roam will make your next team building event into an amazing adventure ideal for groups looking to improve communication, bond with different departments and have some fun outside the office.

FUNDRAISERS

Put the "fun" in fundraising with cause-related campaigns that promote connection, community and competition.

Let's Roam Dining

WHAT IS LET'S ROAM DINING?

A dining complement to the top global app-led scavenger hunt, Let's Roam Dining is Denver's first digital experience-based dining membership. The app encourages users to visit and discover Denver's restaurants and bars through exclusive perks and promotions. In-app activities gamify the dining experience with in-restaurant photo challenges, conversation starters, and games to encourage connection among diners.

HOW IT WORKS

Let's Roam Dining members find their preferred restaurant, deal or experience in the desired cost range with one easy search. The app delivers a list of restaurants and bars with location and walking proximity. Members can also search by categories including specific Food and Drink Promotions, or they can search based on a type of food or experience, from casual to a family outing or date night spot. Upon arrival, members check in on the app to claim their perks and engage in the in-app games, trivia, challenges or conversation starters.

PERKS & PROMOTIONS

Restaurant and current promotions are updated frequently, and unlike a printed coupon book, current offerings will be refreshed periodically. Curated promotions are frequently added encouraging members to explore new dining experiences in the Denver-metro area. Exclusive offers for members include perks for free or BOGO entrees, appetizers and drinks. Other offers include extended happy hours and specialty menu items. Dining members can reclaim a used promotion by referring friends.

EXPERIENCE & CONNECTION

Let's Roam Dining enhances one of the key drivers of dining out: connection and experience. A tool to connect and build experience at the table, the app encourages members to interact by playing table games and trivia, competing in custom photo challenges and answering fun conversation starters in a variety of categories: Date Night, Girls' Night, Friend Zone, and Safe for Work.

MEMBERSHIP

Members join for a monthly rate of \$9.99 per month, a 6-month rate of \$6.99 per month billed twice yearly, or an annual rate of \$5.99. Let's Roam Dining monthly memberships pay for themselves after a single date, meal or happy hour. For a limited time, new members receive a 7-day free trial.

RESTAURANT PARTNERS

Let's Roam Dining currently partners with over 60 of the best restaurants and bars in Denver, and the list continues to grow. Perks and promotions are frequently updated, with five or more new offers added weekly. Prioritizing places that create a captivating experience, the app focuses on partnerships with local, independently owned restaurants, as well as with restaurant groups. Let's Roam is a member of the Colorado Restaurant Association.

Positive Impact

We strive to make changes in the world by connecting everyone in it. But first, change starts at home. Let's Roam is active in the community, giving back by working with nonprofits and charities to support important causes.

DONATIONS TO NON-PROFIT ORGANIZATIONS

We have helped raise \$50,600 for non-profit organizations and charities. We raise money by helping put on charity scavenger hunts and donating tickets for raffles.

NON-PROFIT FUTURE PLANS

Our long-term plan is to launch a non-profit that helps children get out and explore the world. Many children never get the chance to explore their own backyard: we want to change that.

FUN FACTS

- Let's Roam is the #1 scavenger hunt company in the world
- We grew from 3 to 13 people in 6 months
- The company was created in Chicago, moved to Boston and is currently based in Denver
- When we want to get each other's attention we turn to our awesome Airzookas
- Everyone employee has his/her own fidget spinner (with carrying case)

FAQs

WHY LET'S ROAM

Every scavenger hunt we create is designed to bring groups and teams together and help hunters see the city in a whole new way. Learn something new, explore the best sights and engage in friendly competition.

HOW DOES OUR SCAVENGER HUNT WORK?

Find your hunt, buy tickets and download the Let's Roam: Scavenger Hunt app. The app will lead your group across town to the best-known landmarks and hidden gems. Along the way, you and your teammates will complete fun photo challenges, test your knowledge of local trivia and solve riddles for a chance to top the city's competitive leaderboard.

WHY IS IT THE PERFECT GIFT?

Our scavenger hunt tickets are flexible and can be used in any of our 350+ locations worldwide. When you purchase tickets as a gift you will instantly receive a printable card for the recipient, valid for 2 years.

WHEN CAN I DO THE HUNT?

Go on your scavenger hunt from 7am to 10pm any day, including holidays! No reservations or tour guides are required.

HOW DO I REDEEM TICKETS?

All tickets can be used to enjoy any one of our app-lead scavenger hunt adventures in any of our 400+ locations worldwide.

Notable Clients

Let's Roam has worked with groups both large and small to put on epic scavenger hunt adventures.



Customer Reviews

Let's Roam has over 2,000 five star reviews on [Facebook](#), [Google](#), and the [app store](#).

This was a great idea for adventurers like us! We are going to start using this everywhere we go!
- Erica A.

Loved every minute of it!! Learned more about the city in a fun way.
- Dara S.

So much fun exploring the city with our group. We are locals and we loved it. We did this as a teen birthday party for my daughter's 17th birthday with ten people and two teams. So awesome!
- Dianne C.

We just did the hunt for a birthday party. What a great time. Each person has a role and everyone was contributing to the experience while learning.
- Rich G.

This was a ton of fun and we learned a lot we didn't know about the city before. A great way to spend the day. Highly recommended.
- Rosie R.

We had so much fun exploring the city... everyone from the youngest to the oldest had a great time....will definitely do it again.
- Erika S.

Our whole family had a great time (kids range in age from 3-19) and there was something for everyone to do. It's an easy walk and very stroller-friendly. We would definitely do this again in another city!
- Soul G.

Our Locations

From New York to Sydney, London to Denver, we have over 400 scavenger hunts in 23 countries across four different continents! If you don't see a scavenger hunt in your area, let us know.

[See our full list of locations](#)

Our Team

Core Values

All our core values are reflected in everything we do, including how we interact with each other, how we interact with our customers, and how we work on our projects projects.

Core Values:

1. Be Positive
2. Be Open-Minded
3. Be Bold & Fast
4. Think Differently
5. Take Initiative
6. Make a Positive Impact
7. Grow Together

Employee Benefits

We strive to make our employees happy. We do this through great benefits:

Wellness

Extraordinary health, dental, and vision coverage with tons of paid vacation time off. In addition we offer unique reimbursements.

Learning Reimbursement

We believe you should always be trying to challenge yourself to grow personally and professionally with Let's Roam. Each year employees get a \$450 reimbursement to learn something new that helps you grow.

Around The World Flight Program

We have scavenger hunts in almost every time zone across the world, and you should see them all! After each employee's first year anniversary with Let's Roam we offer our Fly Away Program where we fly them to any city with a scavenger hunt and pay for up to \$800 of your flights.

**“I can’t believe I’m
about to ____!”
Reimbursement**

Let's Roam wants to encourage employees to get out of your comfort zone by doing something new and scary. Each year employees get a \$200 reimbursement to try something that you've never done before and challenges them personally.

Contact Let's Roam

Want to give one of our scavenger hunts a try? Email us at press@letsroam.com and we'll set you up with free tickets if you are planning on writing an article!

- General support email: support@letsroam.com
- Press email: press@letsroam.com
- Website: <https://www.letsroam.com>
- Phone Number: 1-833-202-ROAM (7626)
- Links to Social Media: [Instagram](#) | [Facebook](#) | [Twitter](#) | [Google](#)
- Download the Let's Roam App: [iTunes](#) | [Google Play](#)