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Game On, Boston! Elevate Cities Launches Three-Week Citywide Hunt for Hidden Stories and Local Good

Free three-week citywide scavenger hunt sends players across Boston neighborhoods to uncover historic markers, hidden stories, local gems and the good happening today

BOSTON (Oct. 12, 2026) – Ready, set, explore! This fall, Elevate Cities, a nonprofit that sparks joy, belonging and civic pride, is turning Boston into one giant game board. #FindtheGood Boston, a free three-week citywide scavenger hunt, invites residents and visitors to grab a friend, rally a team or go solo to uncover the city's stories, discover neighborhood gems and celebrate the good happening across Boston.

At a time when many people are looking for more ways to feel connected to their communities, #FindtheGood Boston makes participation simple: get outside, explore somewhere new and pay attention to the people, places and stories around you. The hunt gives Bostonians a reason to wander into neighborhoods they may never have visited, discover pieces of the city's history they may never have known and notice the good unfolding around them right now.

The hunt kicks off October 23 with clues tied to some of Boston's newly installed historic markers, plus up to 80 challenges spanning Roxbury to Dorchester, Allston to Hyde Park and everywhere in between. Join the free hunt at: https://elevatecities.org/boston/findthegood/

Players might find themselves at the world's first supermarket or America's first public elementary school in Dorchester, then head to Soul on Shawmut or The RAP House in Roxbury. Other notable markers include the Twelfth Baptist Church or Boston's Embassy of Cape Verdean Culture. Some challenges send them hunting for neighborhood gems, local small businesses, murals and makers. Others reward players for noticing what's easy to miss: an act of kindness, an overlooked detail or a neighbor worth spotlighting.

Created in collaboration with the City of Boston through Boston 250, Breakout, Roamli and MM Elite Events, the experience connects Boston's 250th anniversary with the city being shaped today. Boston 250, a yearlong citywide commemoration of the 250th anniversary of

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the American Revolution, celebrates Boston's history of innovation, independent spirit and everyday revolutionaries–the people and places that made Boston what it is.

The hunt incorporates newly installed historic markers on buildings and street corners across the city, spotlighting everyday people, immigrant communities, youth and other underrepresented groups whose contributions to education, public health, culture and civic life have shaped Boston over the centuries.

#FindtheGood Boston asks a complementary question: **What and who should become part of Boston's story next?**

“Boston has always been a city shaped by its people, neighborhoods and stories," said Kim Coupounas, CEO of Elevate Cities. "This hunt gives people a reason to experience the city with fresh eyes - to discover something they didn't know was here, celebrate the people making a difference and share what makes Boston worth loving. It's a participatory love letter to Boston, disguised as a game."

Players follow clues at their own pace using a browser-based interactive map, earning points and unlocking rewards from local businesses and experiences along the way - from pastries and candlepin bowling to art experiences and neighborhood dining. More than $15,000 in in-kind prizes are available throughout the hunt, including a custom medal for winning teams, along with five judged awards recognizing standout contributions, including Best Photo and Best Good Neighbor Spotlight. The top team gets the grand prize: the chance to nominate a Boston nonprofit to receive a $10,000 unrestricted grant, with the final recipient selected by the Elevate Prize Foundation.

Here's the twist: Speed isn't everything. #FindtheGood rewards curiosity, creativity and connection. Participants earn points by snapping a photo of what belonging looks like, spotlighting a good neighbor or local organization, connecting Boston's history to the present, nominating a person or place for the city's future story or performing an act of kindness.

Over three weeks, Boston becomes both the game board and the storyteller, as players build an evolving portrait of the city through photos, nominations and stories. The hunt runs through November 13, World Kindness Day, when Elevate Cities will announce the winners and begin sharing some of the people, places and stories Boston uncovered along the way.

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Entry is completely free with no purchase required. Check out the official rules here for full details on eligibility, how to participate, available prizes and complete contest terms.

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About Elevate Cities

Elevate Cities is a nonprofit organization that sparks joy, belonging and civic pride by creating meaningful ways for people to connect with one another and participate in their communities. Working alongside local governments, nonprofits, cultural organizations, businesses, schools and neighborhood groups, Elevate Cities creates shared experiences that celebrate local people, places and stories and make civic participation more accessible, joyful and human. Founded by Boston-born entrepreneur and philanthropist Joseph Deitch, Elevate Cities launched in Miami in 2025 and expanded to Boston in 2026, with plans to bring its approach to additional cities around the world. Learn more at www.elevatecities.org