



of South Central Wisconsin

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Group Health Cooperative of South Central Wisconsin Celebrates 50 Years with Community-Wide Scavenger Hunt, Prizes and Donations to Local Nonprofits

MADISON, Wis., May 5, 2026 – Group Health Cooperative of South Central Wisconsin (GHC-SCW) is inviting the community to take part in a one-of-a-kind summertime adventure to celebrate its 50th anniversary.

The **GHC-SCW Legacy Trail** is an interactive outdoor scavenger hunt featuring rock-like containers, called *Legacy Trail caches*, hidden throughout Dane County and nearby communities. Each cache represents a milestone year from 1976 to 2026, bringing GHC-SCW's history to life in a fun, engaging way while helping direct **more than \$25,000** in donations to local nonprofits.

Designed for families, individuals and beginners alike, the Legacy Trail encourages players to explore local businesses, parks and community spaces with no special skills required.

Inspired by the popular activity of geocaching, each Legacy Trail cache is hidden at a specific set of coordinates. Players can use their phone or GPS-enabled device to navigate to the location, then scan a QR code or enter a code found inside the cache to log their discovery at explore.ghcscw.com. The site allows users to track progress, unlock rewards and view available prizes.

As players discover new caches, they can earn rewards, gain entries into prize drawings and ways to help give back to the community. The Legacy Trail offers several ways to participate, donate and win, including:

- **Help Give Back:** As part of the experience, every player will have the opportunity to vote and help donate over \$25,000 to nonprofit organizations in our community.

- **Weekly Drawings:** One winner each week will receive a \$100 valued prize. Entries are based on how many caches each player finds — the more they find, the more entries they earn.
- **Cache Prizes:** Each time a player finds and registers a new cache, they are automatically entered into that cache’s \$100 valued prize drawing, held at the end of the event. Players are entered into every cache drawing they unlock, increasing their chances of winning. In addition, the *first 25 players* to find each cache will have the opportunity to select a limited-edition 50th anniversary commemorative coin available inside the container.
- **Earn Cache Rewards:** Some rewards unlock automatically as a player finds and registers caches. Find 5, 25 or 50 caches and they can unlock prizes such as leather carabiners, tote bags or insulated water bottles.
- **Grand Prize Drawing:** One winner will receive a \$1,000 grand prize. Entries are based on total caches found throughout the event — the more caches a player discovers, the more entries they earn and the better their chances of winning.

The Legacy Trail adventure runs **May 5 through September 29, 2026**, giving players the entire summer to explore new places and celebrate 50 years of GHC-SCW.

New caches will be released every two weeks throughout the summer on the Legacy Trail website. Players can create an account to access new cache locations, view rewards, enter to win prizes and learn more about GHC-SCW’s history and impact in the community.

Legacy Trail caches will be placed at a variety of meaningful locations, including community partners, local businesses and outdoor spaces that promote health and well-being. Featured locations will include iconic destinations such as [Henry Vilas Zoo](#), [Schuster's Farm](#), [Vitense Golfland](#), [Madison Children’s Museum](#), [Project Home](#) and more.

“This milestone isn’t just about us at GHC-SCW, it’s about the members and communities we serve,” said Dr. Mark Huth, GHC-SCW President and Chief Executive Officer. “We are who we are because of our members, community partners, employer groups and employees. It’s important to celebrate everyone who has been part of this journey over the last 50 years.”

To ensure accessibility, GHC-SCW has also created virtual cache options for those who are not able to visit each location in person, allowing more people to participate in the experience.

Ready to start the adventure? Visit explore.ghcscw.com or follow GHC-SCW on social media to join the GHC-SCW Legacy Trail and begin finding hidden caches.

About GHC-SCW

Proudly serving over 70,000 members, Group Health Cooperative of South Central Wisconsin (GHC-SCW) is Wisconsin's first, and Dane County's only, member-owned, nonprofit health care cooperative, ensuring patients and members are at the top of the leadership chart, giving them a voice in their health care. Services extend across greater Dane County and select areas in South Central Wisconsin, offering insurance coverage and clinical care. Celebrating 50 years, GHC-SCW is the first health plan in Wisconsin to offer patients a money-back guarantee if they are dissatisfied with their experience at a GHC-SCW clinic. GHC-SCW is perennially a national leader in quality.