



Coca-Cola Bottling Co. Medallion Hunt



Racing fans will want to be ready to look high and low all across Obion County Sept. 26 when the ninth annual Union City Coca-Cola Bottling Co. Fall Fest medallion hunt gets under way.

The medallion won't be as easy to find as it has in past years as Fall Fest directors have decided that any publicly-owned land throughout the whole county would make a good place to hide the palm-sized token. Coca-Cola representatives have been roaming the county, looking for the perfect hiding place and coming up with some unique clues to direct searchers to the correct location.

The event is a challenge for all local sleuths, who will have a chance to win

four tickets to the Geico 500 at Talladega Superspeedway, tentatively scheduled for April 24, 2023.*

Those hiding the medallion and preparing the clues are gearing up for the launch. Clues will be published in The Messenger's print editions until the medallion is found. Clues will also be posted on the Union City Coca-Cola Facebook page at Union City Coca-Cola since 1909 and on the Obion County Fall Fest Facebook page, as well as announced on Thunderbolt Broadcasting station The Quake 105.7.

The challenge-makers will be avoiding places such as golf courses, schools, areas around the Obion County Law Enforcement Complex, municipal police depart-

ments and private property, which narrows down the range for hunters.

Public property, with safe access, still represents a large area for searchers to cover, however. That's where the clues will prove extremely helpful, Coke spokesmen say.

While the medallion will be camouflaged and will probably not be in plain view, it will be possible for hunters to find it without taking anything apart or putting themselves in harm's way. Clue masters say they are determined the hunt will present a challenge, but they are keeping safety and accessibility as high priorities when they choose the hiding place.

The 2022 super sleuth will find instructions on the back of the medallion about calling a phone number to provide information only the actual medallion finder can know.

As always, employees and their family members of the Coke company, The Messenger, Thunderbolt Broadcasting and members and families of the Fall Fest board of directors will be ineligible to take part in the hunt.

For more information, call 731-885-5141.

*Note: The 2023 NASCAR schedule has not been finalized and the date is subject to change.



SUPER SLEUTHS — Jordan and Alysia Ward of Union City, who were joined by their children, Riley and Brayden (not pictured), found the 2021 medallion hunt. They won a Six Flags prize package courtesy of Union City Coca-Cola Bottling Co. This year, Fall Fest directors have decided to pick a location that could be on any publicly-owned land in Obion County, not just Union City.

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and all the fun this year!

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