

# Cache Advance Inc.

Press Kit

Go Find It!



## Cache Advance, Inc.

Cache Advance, Inc., was founded in 2005 in Spokane by Lisa Breitenfeldt. The company's geocaching products offer an opportunity to explore and experience the outdoors in a new and fun way through



geocaching. Geocaching is a high tech treasure hunt, and Cache Advance's products are the treasure! Played throughout the world by adventure seekers equipped with GPS devices or GPS enabled Smartphones, geocachers locate hidden containers, called geocaches, outdoors and then share their experiences online.

Geocaching is a unique activity combining treasure hunting and tech gadgets that has a wide appeal across age groups and income levels. It is a relatively low-cost activity to start, making it an appealing 'staycation' activity for budget conscious families.

Educational and tourism industries are just beginning to see the appeal of adding geocaching to their offerings to enhance engagement, marketing and sales. Since the first geocache hide in May 2000, the sport has grown almost exponentially to over 1.6 million geocache hides. Today there are over 5 million playing the game. Cache Advance, Inc. has experienced steady growth since 2005 along with the game... Come join us!

## History of Cache Advance, Inc.

In 2005, Lisa launched Cache Advance with her first product: Dr. B's Cache Repair Kit, which contains basic items one needs to make field repairs to damaged geocaches (think first aid for Tupperware). It all began in the fall of 2005 when Lisa decided she needed extra income (having recently finished her masters), but she was hesitant to take on a second job because it would cut into her geocaching time. Then the proverbial light bulb went off and she designed her first geocaching product to share with other cachers. It was well received locally so she kept designing more products and started marketing world-wide.

Sales began on eBay and at local geocaching gatherings in Spokane, WA. Spring 2006 an ecommerce website was launched and Cache Advance moved away from eBay and began selling online retail and shipping domestically and internationally. Fall 2007 Cache Advance began travelling to and setting up retail sales booths at regional and national geocaching events. About the same time other geocaching businesses, including Groundspeak, the parent company of [www.geocaching.com](http://www.geocaching.com), began asking to resell Cache Advance's products. Cache Advance grew along with the exciting growth of geocaching.

Cache Advance also advises many K-12 schools, youth programs such as Boy Scouts and Girl Scouts, travel and marketing organizations, and communities on how to bring geocaching adventures into their activities. Cache Advance sees this as an exciting business growth area as geocaching becomes more and more popular as a fun, educational and tourist activity.

## Cache Advance, Inc.

3518 E. Marietta Ave. Spokane, WA 99217 USA

[lisa@cache-advance.com](mailto:lisa@cache-advance.com) • [www.cache-advance.com](http://www.cache-advance.com)

509-720-TFTC (8382)



# Cache Advance Inc.

Press Kit

Go Find It!



## Products:

Cache Advance provides cachers with high quality and durable geocaching containers such as fake rocks and even a magnetic bolt with a secret compartment to hold the log book. For beginning geocachers, Dr. B's Newbie Kit has everything a geocacher needs to get started in this fun and entertaining adventure game for GPS or Smartphone users.

Cache Advance's unique must-have trackable decals, QR Code Talkers® and Vehicle Travel Bug® Decals, Static Cling and Magnets, take the game out of the cache box and into the world. Cache Advance also resells other geocaching and complementary outdoor products to create a full line of essential geocaching gear.



## Executive Bio:

Lisa Breitenfeldt is founder, President and CEO of Cache Advance, Inc. She earned her Masters of Technology Management (MTM) from Washington State University Spokane in 2003. Her undergraduate degree is a BA in Radio Television (RTV) from the University of Houston (1994). Lisa has many years of retail management, and research, evaluation and development experience. Lisa started geocaching in 2002 for recreational relief as she pursued a master's of technology management (MTM) degree from Washington State University. Her fascination with seeking caches soon developed into a business pursuit as she saw the demand for basic geocaching gear.



Lisa is a native of Eastern Washington State, and enjoys camping, backpacking, hiking, downhill skiing and mountain biking along with geocaching. She has found over 6,000 geocaches in USA, Canada and Europe. She also maintains nearly 200 geocaches from Montana to Washington.

Lisa is often accompanied by her tricolor Border Collie, Eve. Eve has traveled the US with Lisa to seek caches and attend Mega Geocaching Events and Outdoor Retailer. Also now accompanying Lisa is her boyfriend, J.D. Parkman, whom she met through geocaching.

## Cache Advance In the News:

[Geocaching Podcast -Episode 96 – Interview with Lisa from Cache Advance](#) (March 2009)

[Cache-A-Maniacs CAM Ep. 123: Lookout Lisa](#) (April 2009)

[Spokesman Review -Gift Giving for the Holidays](#) (December 2009)

[Geocaching Podcast -Episode 152 – Caching with the Palm WebOS](#) (April 2010)

[Caching in the NorthWest Episode 6: Art of the Cache Machine](#) (January 2011)

[Geocachers seek modern hidden treasures with GPS devices](#) (January 2011)

[Small Business Saturday 2011 TV Interview](#) (December 2011)

## Cache Advance, Inc.

3518 E. Marietta Ave. Spokane, WA 99217 USA

[lisa@cache-advance.com](mailto:lisa@cache-advance.com) • [www.cache-advance.com](http://www.cache-advance.com)

509-720-TFTC (8382)

