

Project A.P.E.

What's This?

This document is created and updated to document as much information as possible regarding Project A.P.E., a promotion between 20th Century Fox and Geocaching which lasted for several weeks in 2001. Most of the people mentioned are real people, unless specified, and attempting to contact them is heavily discouraged.

Key

- Speculative information is in magenta

Relevant Links

Discord Server: <https://discord.gg/A4zK65KVpJ>

r/arg

About

Project A.P.E. was a special series of geocaches placed in coordination with the release of the 2001 film *Planet of the Apes*. The promotion's backstory, which had no connection to the movie, was that a group of renegade humans were placing artifacts (geocaches) around the world to reveal an **Alternate Primate Evolution**.

Over the course of several weeks in the summer of 2001, a series of 14 special geocaches were released in the United States, Brazil, Japan, Australia, and the United Kingdom. Geocachers in each area assisted with placing the caches. When they were first created, clues were slowly released that narrowed down the potential hiding spot. Eventually, a clue with the final coordinates would be released. The first person who found the cache had the potential to receive one of various movie props hidden inside the container. Props included minor prop pieces such as torches, bowls, blinds, etc. One cache even had tickets to the movie's New York City premiere. The series of caches typically involved green ammunition cans painted with images of apes from the film on the outside.

Fourteen caches were placed in a series of missions numbered 1-12, including a Special Mission canister which contained tickets to the film's premiere. **Evidence points to a potential Mission 13, but no cache page has been found for it.** Some of the caches didn't last beyond a couple of finds. To date, only one remains active in the original form: Mission 4: Southern Bowl, which is in Brazil.

Early History

Geocaching HQ co-founder Jeremy Irish was contacted by Scott Sandborn, a VP from an advertising agency called i-traffic over e-mail. They were representing 20th Century Fox and had the idea to create a promotion for an "upcoming blockbuster release of a movie". At the time they were interested in brainstorming ideas as a win-win for both geocaching and a unique way to promote the movie.

Regarding the plan, a basic Project A.P.E backstory was made. The collaboration was largely about executing the project in a way that wasn't overly promotional and more of an enhancement of geocaching. It was an opportunity to not only get the word out about geocaching, but to also provide a fun activity for those already involved in the game. The promotion did not overtly reference the Planet of the Apes movie.

The Caches

Mission 1: Devil's Spoon

Location: 37°50'45.5"N 121°56'02.5"W

Contents: Certificate of Authenticity, Project APE sheet, Logbook, Prop Spoon.

Hidden: 24/05/2001

Archived: ??/??/????

Page Link: <https://www.geocaching.com/geocache/GCA4B>

About

Mission 1: Devil's Spoon was the first Project A.P.E cache, hidden on the 24th of May 2001.

Cache Description

Elevation: 1,625 ft.

The race is on and it starts now. The coordinates for mission 1 have been released and it's up to you to reach the cache before the authorities get there and conceal the

truth. Our associate who planted the cache has written a brief description about where he has hidden the cache.

"This cache is in Northern California and could be a bit of a challenge. I'm not going to give away the park that it's in but I will say that once you reach the correct park you'll be looking for 'Rock City' and the 'Uplands Picnic Area.' Start the hike from right there.

The hike itself should take you about a half an hour from the time you get out of your car. The path is clearly marked but has some pretty steep inclines that will get your heart rate going. The cache is placed in a thicket just off the trail but may be a little difficult to locate, as there is some heavy brush in the area. If (when) you find the cache, be sure to read our note for instructions."

Location

It was hidden in Rock City Park in the outskirts of San Francisco in California, United States of America. It was located off the trail in some bushes.

Disappearance

The cache was located near a high-traffic hiking area. The most likely cause is that someone removed the cache and kept it as a personal souvenir. However, the cache's location and walking distance through rugged terrain does propose the question of whether someone would be willing to lug it all the way to their car.

Mission 2: Club Suave

Location: 37°50'45.5"N 121°56'02.5"W

Contents:

Hidden: 31/05/2001

Archived: 30/07/2001

Page Link: <https://www.geocaching.com/geocache/GCAFC>

About

Mission 2: Club Suave was the second Project A.P.E cache, hidden on the 31st of May 2001.

Cache Description

It was only because of our associate's swift action that we managed to keep the contents from mission one out of the authorities' hands. Reports from that cache indicated that there was military action in the area and we were fortunate to be

successful. We will need the same intrepid attitude to ensure the same outcome for mission 2. Read the brief description of the cache below and begin your hunt. Remember be careful out there and watch your back.

“If you're traveling by water just dock your boat and you'll enjoy a short walk to the cache. If you're on foot be prepared for a 30 to 45 minute hike. It's stashed along side a trail without a name so once you find the right area it might be tough to locate the exact spot. Good luck.”

Location

It was hidden on Sauve Island in the outskirts of Portland in Oregon, United States of America. It was located off a trail in some bushes.

Disappearance

The cache was archived on the 30th of July 2001. Due to its location, it is unlikely someone managed to transport it by foot back to their car. It is very possible for someone to have taken it by boat. Considering the cache was located near a river, it may have fallen into it.

Mission 3

Location:

Contents:

Hidden:

Archived:

About

Cache Description

Location

Disappearance

References

Geocaching Wiki – Project A.P.E.

https://geocaching.fandom.com/wiki/Project_A.P.E

Geocaching – 20 years of Project A.P.E

<https://www.geocaching.com/blog/2021/05/20-years-of-project-a-p-e/>

Geocaching – Project A.P.E cache list

<https://www.geocaching.com/plan/lists/BM1314>

By Dusco