



---

**JULY 20, 2016**  
**Vol. 25, No. 29**

# News

Shelby - Utica

# Pokemon Go unleashes hoards of players all over town

BY SARAH WOJCIK  
[swojcik@candgnews.com](mailto:swojcik@candgnews.com)

SHELBY TOWNSHIP/UTICA — Pokemon Go is the newest mobile gaming fad hitting smartphone users of all ages. From elementary students to parents and beyond, local residents are on the prowl for Pokemon — shorthand for “pocket monsters.”

The app taps into players’ GPS location to create a virtual map full of catchable Pokemon. When players attempt to catch Pokemon in a Poke Ball,

See POKEMON on page 7A

# Pokemon

from page 3A

the app uses their phones' cameras to create real-world backgrounds.

The virtual map also includes Pokestops, which are placed at real-life landmarks where players can load up on Poke Balls and Pokemon eggs, and gyms, where players can evolve Pokemon to battle.

Physical fitness is an essential element to the game. Players cannot find Pokemon, Pokestops, gyms or incubate eggs without putting in the necessary steps.

Pokemon Go's soaring popularity after its July 6 debut led to overloaded servers, but that does not deter its many players. According to analytics website SimilarWeb, the game was installed in 5 percent of all U.S. Android devices by July 8.

In the *Shelby-Utica News*' coverage area, downtown Utica and the Shelby Township municipal grounds are hotbeds of Pokemon Go activity. Roving groups of players can be spotted along downtown Utica's sidewalks and around Heritage Lake in Shelby Township.

The 20-something demographic is one of the most notable

for playing the game.

Jackie Brenner, 23, of Sterling Heights, was out riding her bike and catching Pokemon at Dodge Park in Sterling Heights July 11. She said she heard about the game on Facebook and downloaded the game soon after it came out.

"All my friends were playing it. I was like, 'I got to get on that,'" Brenner said. "I think it's, like, the coolest thing that our generation is all obsessed and playing this game everywhere all the time."

Ryian Reed, 26, of Clinton Township, is an administrator of "Pokémon Go! Michigan," a public Facebook group that had 4,729 members at press time.

He described on Facebook Messenger how he was at the Mall at Partridge Creek when someone yelled out that they found a rare Pokemon, and 100 people suddenly "started flocking to this fountain to grab it."

Reed said his favorite aspects of the game are the friendly, helpful community; how interactive it is in getting people out to explore and move; and the opportunity to experience Pokemon in real life.

"It's the closest we could come to living our childhood dreams," he said.

Shelby Township Deputy Clerk Brian Fairbrother, 26, of Shelby Township, said political candidates are encouraging volunteers to canvas by pitching the added allure of catching Pokemon while going door to door.

"I downloaded the app this weekend at a reunion of sorts with some high school friends, and it

See POKEMON on page 9A



From left, Melissa Lucaj, 13; Grace Leone, 12; and Lily Tavoularis, 13, all of Shelby Township, walk and play Pokemon Go on the Shelby Township municipal grounds July 11.

Photos by Donna Agusti

## SUMMER STINGERS

Find out your risk for an allergic reaction. Be tested and, if allergic, start venom immunotherapy. Keep your summer safe!



- 1 Schedule an appointment
- 2 Get skin tested
- 3 Start immunotherapy

★ Welcoming patients of all ages • Evening & Saturday appointments available ★



Allergy & Asthma  
Physicians

**Bhavin Patel, MD • Achin Kim, MD**  
Board Certified, American Board of Allergy & Immunology  
Most insurances accepted

[www.aaap-rh.com](http://www.aaap-rh.com)

950 West Avon Road, Suite A-5 • Rochester Hills, MI 48307 • 248-651-1133

# Pokemon

from page 7A

sure does bring an element of nostalgia for anyone born in the '80s and '90s," Fairbrother said in a July 13 interview. "Millennials have more of a trust factor when it comes to technology than baby boomers."

However, not all of the news surrounding the game has been favorable. Some reports throughout the country have mentioned accidents, breaking curfews, trespassing or etiquette breaches caused by staring into a phone while playing.

Officer Leslie Heisler, of the Shelby Township Police Department, advised that players exercise common sense while playing Pokemon Go.

"We're getting all kinds of calls (in relation to Pokemon Go), mostly for suspicious people and a lot of random stuff," Heisler said. "There were a couple of incidents of players crossing the street that didn't look up."

In one instance, she said a player jumped out in front of a patrol car.

She laughingly relayed that a girlfriend had expressed concern that her daughters had been outside for three hours and didn't want to come inside, and players who did not know each other were talking to each other at Mae Stecker Park.

"Be safe. Don't do it in the car while you're driving. Don't cut across the street. Check for traffic. Don't go anywhere you're not supposed to, even if the little Poke-guy is in there," Heisler said. "It sounds like a blast. I haven't downloaded it yet, but I think I'm going to."

To find out more about Pokemon Go, visit [www.pokemongo.com](http://www.pokemongo.com).



The virtual map in Pokemon Go shows the Shelby Township municipal grounds and Heritage Lake.

Photo by Donna Agusti

**AUGUST 2nd Your vote is important!**

Help Erin Stahl celebrate a victory... for your family and Macomb County's financial well-being!



Erin  
**Stahl**  
FOR **County Treasurer**

***Demanding more accountability for your tax dollars, NOT more spending...***

Masters in Finance — Walsh College  
Bachelors in Entrepreneurship — MSU  
Former City Councilwoman & Mayor Protem  
Government watchdog & political activist

**[www.ErinStahl.com](http://www.ErinStahl.com)**