



## **FOR IMMEDIATE RELEASE**

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# **HVAB partnering with Carter Starocci to fuel his 'drive for five'**

*Website/social media campaign part of comprehensive NIL marketing strategy*

STATE COLLEGE, PA, Sept. 3, 2024 – The Happy Valley Adventure Bureau (HVAB) today announced an exciting new partnership with Penn State wrestling great Carter Starocci as he pursues an unprecedented fifth national championship. The campaign is part of a comprehensive marketing strategy to capitalize on opportunities to work with student athletes in the NIL era.

“Carter’s Drive *and dine* for Five” is an engaging YouTube/social media series that will chronicle Starocci’s wrestling goals competing at a higher weight class as he and special guests dine at some of Happy Valley’s most popular restaurants.

“On a mission to make history once again,” Starocci said. “The vision is clear, and I’m locked in on leaving an unforgettable legacy in State College. This season is a chance to share that journey with you, thanks to The Happy Valley Adventure Bureau. It’s going to be an epic season, and I can’t wait to have you guys along for the ride.”

HVAB President and CEO Fritz Smith said the HVAB team has enjoyed getting to know Carter and seeing first-hand his dedication to being an elite athlete.

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“In pursuing his fifth individual wrestling title, he is attempting something that hasn’t been achieved in college athletics,” Smith said. “We are thrilled to be part of his journey in pursuing wrestling greatness, and delighted that the county’s dynamic dining scene is helping to fuel his performance.”

Smith said the series captures Starocci’s winning personality, taking a look at what it takes to compete at a high level, all while showcasing the talents of local chefs throughout Happy Valley.

“We look forward to this series generating greater appreciation for Carter’s pursuit and for Happy Valley as a dining destination,” he said. “It’s a win-win partnership.”

The partnership with Starocci is the cornerstone of a broad-based NIL marketing focus. The HVAB will announce another high-profile campaign with student-athletes later this month.

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