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CONTACT:

Lesley Kistner

Public Relations Director

814 769-9490

LesleyK@happyvalley.com



Centre County GeoTour to relaunch with new name, new caches and new excitement

Kick-off event scheduled for Nov. 19

State College, PA, Nov. 13, 2023 – The Happy Valley Adventure Bureau (HVAB) will hold a special geocaching event to celebrate the re-brand and re-launch of the Visit Centre County GeoTour as **The Happy Valley, PA GeoTour**.

Open to geocache enthusiasts or anyone wanting to learn more about the popular activity, the event will be held from **1 p.m. to 3 p.m. Sunday, Nov. 19** at the **Bellefonte Train Station, 320 W. High St.** New GeoTour passports will be available, along with “geocaching 101” information, giveaways, and hot chocolate. Geocache themed items will be raffled off at the conclusion of the event when the new tour officially goes live.

Centre Region Parks & Recreation launched the GeoTour in 2020 with support from an HVAB Tourism Grant. CRPR committed to keeping the tour active for three years.

“The HVAB is excited to help ensure that the GeoTour keeps going strong,” said HVAB Chief Administrative Officer Josiah Jones. “Centre Region Parks and Recreation did a wonderful job creating a fun and educational GeoTour that highlights our beautiful communities and countryside. We can’t thank them enough for their hard work.”

The Happy Valley, PA GeoTour will include 7 new caches, for a total of 60.

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The HVAB worked with local geocachers who were involved in developing the original tour in expanding the search for hidden treasures.

Jones said geocaching is more than just an entertaining navigation activity; it can be a major economic driver.

Over the past three years, the current tour resulted in 3,309 total visitor days, with geocachers representing 15 different countries.

“We know how valuable it is to have a long-term GeoTour in our community,” Jones said. “The data shows that the average geocacher stays almost three days while exploring Centre County. That means they are spending money on lodging, dining, and other services. They are contributing to the local economy.”

He said with the re-brand and a more robust advertising effort, the economic impact of The Happy Valley, PA GeoTour should be even greater.

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