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Rebecca Petner brings TV experience, fan following to Happy Valley, PA

She joins the HVAB as senior correspondent

STATE COLLEGE, PA, Sept. 23, 2024 – The Happy Valley Adventure Bureau (HVAB) today announced that Rebecca Petner has joined the destination marketing organization as senior correspondent.

In the newly created position, Petner will complement and enhance current HVAB marketing strategy and messaging through the development of a Happy Valley podcast and the creation of engaging and energetic video content that further showcases the destination, events, festivals and partner businesses to potential visitors.

“We are thrilled to welcome Rebecca to the Adventure Bureau team,” said HVAB President and CEO Fritz Smith. “She is well-known to many in the area, and has built up a tremendous fan base that we welcome to follow her along as she shares the best of Happy Valley through new communications platforms.”

Prior to joining the HVAB, Petner produced and hosted WTAJ’s one-hour lifestyle show “Studio 814” for five years. She also worked behind the scenes at NBC10 in Philadelphia for seven years before pursuing her dreams in front of the camera.

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-2-

“I cannot wait to showcase the amazing places to eat, play, stay and be happy in Happy Valley,” said Petner, a native of Cherry Hill, NJ. “When I first moved to central Pennsylvania five years ago, I had no idea what I had been missing my whole life. The beautiful mountains, amazing eats, and community events all brought me joy – but it was the people who made me feel right at home.

“To love something is to share it,” she continued. “That’s what I hope to do as senior correspondent – share what I love about the area so much that people watching will make the trip to come and enjoy the hospitality flowing throughout Happy Valley, PA.”

Smith said Petner is an integral member of the HVAB’s Sales/Marketing/Communications team.

“The creation of a senior correspondent role provides the opportunity to deploy innovative media tactics to generate even greater publicity for the region and its tourism assets, including the areas of meetings, group tours, and sporting and entertainment events,” he said. “Awareness about Happy Valley is strong, with happyvalley.com closing in on one million users. New messaging platforms and approaches will keep that interest strong and bring in new audiences, elevating Centre County’s profile as a premier destination.”

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