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HVAB to serve as Science Pub presenter

Programming held at popular distillery looks at science from the context of local attractions

STATE COLLEGE, PA (Jan. 8, 2020) – The Happy Valley Adventure Bureau (HVAB) will serve as the new organizer of Big Spring Spirits' popular Science Pub in 2020. Science Pub programming will present a fresh, fun take on science in the context of some of the amazing attractions found in and around Centre County.

"We saw the Science Pub opportunity as a way to showcase our popular destinations and attractions in an innovative, unique way while staying true to a science-themed focus," said HVAB Public Affairs Director Lesley Kistner.

Kistner said while the HVAB's primary mission is marketing the county as an ideal destination for leisure and business travelers, familiarizing local residents about what can be found in their own backyard is important to tourism promotion efforts.

"Locals can be our best brand ambassadors," she said. "If residents are knowledgeable and excited about all that Happy Valley has to offer, this enthusiasm resonates with visitors. The science component adds another level of learning in a casual and enjoyable way."

Science Pub will kick off at 7 p.m. Wednesday, Feb. 5 at Big Spring Spirits. *Speleology 101* will explore the fascinating science of caves, and will feature an engaging presentation by Dr. William White, Professor Emeritus, Penn State University, one of the world's leading experts on caves; Terri Schleiden, Marketing and Human Resources Director, Penn's Cave & Wildlife Park, and Patricia "Ann" Dunlavy, President and General Manager, Lincoln Caverns, Inc.

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Future planned programming will cover the science of pyrotechnics, organic farming, art/historic document preservation, and pollination, to name a few. Each program will showcase a corresponding attraction/destination at which science is utilized or on display.

Science Pub is free to the public and held in the Big Spring Spirits tasting room from 7 p.m. to 8 p.m. the first Wednesday of each month (excluding January and July).

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