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- MEDIA ADVISORY -

HVAB to offer sneak peek at new tourism promotion campaign

STATE COLLEGE, PA (Jan. 13, 2020) – The Happy Valley Adventure Bureau (HVAB) is rolling out the red carpet to celebrate a new year and a fresh approach to tourism promotion in Centre County.

The HVAB will hold a **creative campaign premier** event from **4:30 p.m. to 6:30 p.m. Tuesday, Jan. 28** at the Centre County Visitor Center, 800 E. Park Ave., in State College.

Various campaign components will be on display during the special networking reception. A highlight of the event will be a viewing of the memorable commercials and video vignettes that will reintroduce Happy Valley to leisure and business travelers.

“The brand launch this past fall was just the beginning,” said HVAB President and CEO Fritz Smith. “The past few months have been focused on finalizing the creative campaign and corresponding go-to-market strategy. We are excited about and energized by the finished product.

“Since the primary audience is our key markets outside of Centre County and Pennsylvania, we felt it was important to provide an opportunity for our members and community stakeholders to see the campaign and learn more about how it will appear in the marketplace,” he added.

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Speakers include:

- Fritz Smith, President and CEO, The Happy Valley Adventure Bureau
- Tim Reeves, Principal, Allen & Gerritsen
- Plus...a few surprise guests!

MEDIA COVERAGE IS WELCOME.

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