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### **CONTACT:**

Lesley Kistner,  
Vice President, Communications  
CBICC  
[lkistner@cbicc.org](mailto:lkistner@cbicc.org)  
814 234-1829, ext. 2

## **CBICC, CPCVB announce development of collaborative agri-tourism promotion initiative**

*Effort seeks to boost ag-related opportunities, tourism and economy*

STATE COLLEGE, PA, Tuesday, May 7, 2019 – The leaders of the Central Pennsylvania Convention & Visitors Bureau (CPCVB) and the Chamber of Business & Industry of Centre County (CBICC) are moving forward with a collaborative initiative designed to capitalize on agri-tourism opportunities in the county.

In November 2018, the two organizations announced the formation of an Agri-Tourism Committee in order to pro-actively promote the county's agricultural assets – both existing successful ventures like the Central Pennsylvania Tasting Trail and potential fresh approaches – with a goal of growing tourism and providing a boost to local ag-related operations and the economy.

“The past few months have been spent in dialogue with various stakeholders in order to begin crafting a vision for agri-tourism in the county,” said Fritz Smith, CPCVB Executive Director. “By highlighting all aspects of our proud agricultural heritage, we aim to attract more visitors who want to experience the unique agri-tourism opportunities that Centre County has to offer.”

CBICC President and CEO Vern Squier said the results of conversations with stakeholders are being formalized into an exciting new initiative that recognizes that agriculture in its various forms, ranging from traditional growing/farming methods to innovative operations and products, is vital to the economic fabric of Centre County and the surrounding region.

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Through an RFP process, several local creative firms have been selected to begin developing the branding for the effort, along with the related promotional assets that will highlight Centre County as a robust and entertaining agri-tourism destination.

Loaded Creative will lead the overall branding campaign, while 3Twenty9 Design/Hello Social Co. will lead web and social media-related work. In addition, Seven Mountains Media and Centre Daily Times/McClatchy will assist with the development of video assets and message conveyance.

The CBICC and the CPCVB plan to publicly unveil the branding and formally launch the initiative later this summer.

“We are excited about this collaborative effort, as is the agricultural community,” Squier said. “The initial response to what we are trying to accomplish for the county and ag-related industries has been very positive.”

Added Smith, “We are in the early stages of an initiative that will help to solidify existing successful agri-tourism ventures, raise greater awareness about opportunities that might now be operating somewhat under the radar, and create more reasons to visit Centre County.”

Agricultural-related organizations interested in learning more about the initiative should contact Fritz Smith, Executive Director, CPCVB, at [FritzS@visitpennstate.org](mailto:FritzS@visitpennstate.org).

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