



FOR IMMEDIATE RELEASE

CONTACT:

Lesley Kistner

LesleyK@happyvalley.com

814 769-9490

'AgtoberFEST' to highlight Happy Valley's agricultural offerings

Information on things to do, giveaways planned at select establishments in October

STATE COLLEGE, PA – Sept. 21, 2020 – With a goal of raising greater awareness about Centre County's robust agricultural offerings, and encouraging local residents to explore their own backyard and support local businesses this fall, Happy Valley Agventures is planning a series of 'AgtoberFEST' events throughout October.

Happy Valley Agventures is a joint initiative of the Happy Valley Adventure Bureau (HVAB) and the Chamber of Business & Industry of Centre County (CBICC), and is designed to showcase the area's agriculture product and assets. Agventures comprises more than 55 farms, farm stores, farmers markets and ag-related establishments across the county.

As part of AgtoberFEST, Happy Valley Agventures will host an information table and selfie station on Saturdays throughout October from 11 a.m. to 2 p.m. at the following locations:

- Saturday, Oct. 3 – Penn's Cave & Wildlife Park
- Saturday, Oct. 10 – Wasson Farm Market
- Saturday, Oct. 17 – Tait Farm Foods
- Saturday, Oct. 24 – Way Fruit Farm

Visitors to those establishments can stop by for information about agriculture-related things to see and do, including Happy Valley Agventures' new Agriculture Heritage Driving Tour; information about all Agventures destinations; Centre County Farmland Trust Farm Routes; and the Central PA Tasting Trail. Copies of the Happy Valley Visitors Guide will also be available.

-more-

HVAB and CBICC staff members will be on hand to answer questions about Happy Valley Agventures, and offer tips on other establishments to visit and insight into areas of the county to explore.

“Over these past several months in particular, there has been much greater emphasis placed on supporting and buying local, and wanting to know where our food comes from,” said CBICC President and CEO Vern Squier. “AgtoberFEST is a way to branch out beyond the Agventures website and social media channels to help personally connect people with what is here so they can support Centre County agriculture in myriad ways.”

HVAB President and CEO Fritz Smith said agriculture contributes significantly to the local economy, including from the visitation perspective.

“Happy Valley’s agricultural assets present wonderful tourism opportunities for local residents and visitors, bringing customers into our farm stores to shop for locally grown and produced products, and visit our unique attractions,” he said. “We look forward to connecting with the community about our agriculture assets, and shine a brighter light on partners who are contributing greatly our agricultural heritage.”

In addition to the information share, guests can document their AgtoberFEST visit by taking a selfie and posting it on social media with the #HVAgventures hash tag. In doing so, individuals will be automatically entered to win a gift basket containing local products and gift certificates provided by Agventures destinations.

More information about Happy Valley’s agricultural offerings is available at www.happyvalleyagventures.com.

###