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HVAB unveils *The Adventure Bureau Dispatch*

New blog part of enhanced efforts to market Happy Valley to visitors

STATE COLLEGE, PA, May 6, 2020 – In conjunction with National Travel & Tourism Week, The Happy Valley Adventure Bureau today unveiled a new website blog that will enable Happy Valley’s tourism assets and attractions to be showcased in a fresh, more visually appealing way.

The Adventure Bureau Dispatch presents short- and long-form content in a modern, inspirational magazine-style format, allowing greater creative flexibility in marketing Happy Valley to potential visitors.

“The vision for the new blog aligns with a mission that started with our rebranding this past fall of amplifying Happy Valley as a destination of choice for visitors,” said Fritz Smith, HVAB President and CEO. “We wanted a platform that would really do justice to what we have to offer visitors, so improving the popular and heavily promoted feature on our website was a priority.”

Smith said over the past several months, the HVAB team worked with Pennsylvania-based Remote Cabin on the development of *The Adventure Bureau Dispatch*. Remote Cabin has specialized resources in creating blogs for destination marketing organizations.

The timing of the blog launch also coincides with efforts to re-start the economy, including travel.

“Research shows an expected wave of summer travel from individuals and families who are in need of a getaway after nearly two months in quarantine,” Smith said. “Most will opt to stay closer to home. As a drive market with plenty of outdoor attractions, Happy Valley is poised to be an ideal destination for post COVID-19 travel. It was important to have the blog live now, when many people are in the planning phase.”

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HVAB Communications Director Edward Stoddard said *The Adventure Bureau Dispatch* will bring a heightened element of storytelling to marketing efforts.

“Our destination is much more than a list of things to see and do,” Stoddard said. “We have fascinating history, interesting back stories, unique tales and lore behind our communities and attractions. Through the new blog, we can better tell these stories through words and imagery, and build greater interest in exploring Happy Valley.”

Stoddard said storytelling and local information will be the keystones of the new blog; so the HVAB encourages its members and stakeholders to reach out with content ideas.

The Adventure Bureau Dispatch can be accessed by visiting dispatch.happyvalley.com or via the website at www.happyvalley.com.

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