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Celebrity judge on board for HVAB's "PTGo" contest

Bobby Laurie to select lucky winners of trips for 4 and 2 to Happy Valley

STATE COLLEGE, PA, Feb. 24, 2020 – The Happy Valley Adventure Bureau's first tourism promotion campaign under its new branding is off to an exciting start with the participation of travel expert and *The Jet Set* host Bobby Laurie as celebrity judge for a contest that will award a lucky group of four and a group of two with all-expense-paid trips to Happy Valley.

"We are thrilled to have Bobby's involvement," said HVAB President and CEO Fritz Smith. "He has supported the campaign on social media as well, which has certainly helped to raise awareness about the contest."

The "PTGo" contest launched Feb. 5 in advance of the organization's go-to-market campaign (*see accompanying press release*). While the goal of the contest is to highlight "work martyrs" who don't use PTO available to them, entrants' reasons for wanting to visit Happy Valley run the gamut from life-changing events and the simple need for some rest and relaxation, to curiosity about the destination.

Smith said PTGo has already generated more than 1,100 entrants.

"The response to the contest and in wanting to visit Happy Valley has been overwhelming," Smith said. "The submissions keep coming in; it's going to be challenging to select just two deserving winners."

All entries are posted and available for public viewing on www.ptgocontest.com.

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When the contest closes on March 15, HVAB staff will begin the arduous task of narrowing down the submissions. Five finalists for each trip will be presented to Laurie, who will pick the winners at the end of March.

The Carnegie Inn & Spa, Hilton Garden State College, the Hublersburg Inn, Penn's Cave & Wildlife Park, Boal Mansion & Columbus Chapel, Otto's Pub & Brewery and Barrel 21 are among the local establishments that, to date, have contributed to the prize packages for the winners.

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