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Fullington buses take Happy Valley, PA brand on the road

STATE COLLEGE, PA, Sept. 2, 2021 – The Happy Valley Adventure Bureau (HVAB) and Fullington Trailways LLC today unveiled specially wrapped Happy Valley, PA motor coaches that will help raise the visibility of the destination by taking the brand on the road.

The bus wraps are part of the HVAB's comprehensive summer destination marketing campaign. In July, Centre County Commissioners awarded the organization a \$250,000 American Rescue Plan grant for the campaign.

HVAB President and CEO Fritz Smith said the "moving billboards" are part of a multi-platform marketing effort to position Happy Valley as an ideal location for leisure, sports and business visitation in what is a very competitive destination marketing arena.

The two buses showcasing Happy Valley, PA will be used between Williamsport and Philadelphia, and Williamsport and New York City, two of the HVAB's top target markets for visitation. Fullington Trailways operates these and many other intercity routes throughout Pennsylvania and New York, which interline with other Trailways companies, as well as Greyhound.

"We couldn't be happier with the buses. They look fantastic," Smith said. "I think they will certainly capture people's attention, and that is the goal – to generate greater interest in Happy Valley, PA."

The buses feature an illustration of Mt. Nittany, and the HVAB website logo, URL and hashtag.

"We are excited to be partnering with The Happy Valley Adventure Bureau on this project to bring more people to Centre County and the central Pennsylvania region," said Jonathan Berzas, Fullington's President and Chief Executive Officer. "We'd love to see Happy Valley residents schedule their own trip on one of these beautiful buses!"

The bus wraps will be in place for six months.

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About The Fullington Autobus Company

Since 1908, The Fullington Auto Bus Company has served Pennsylvania and beyond with safe, reliable and comfortable transportation services. Fullington Trailways is the leading and most recognized transportation provider in our area, serving educational groups, sports teams, church groups, and corporate VIPs.

The Company began operations in 1908 when Emerson M. Fullington and his three sons began a livery and surrey company in Clearfield. Michael and Lory Fullington are committed to continuing the legacy of service passed down through four generations of Fullington's over the past 112 years.

FullingtonTours.com

