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- MEDIA ADVISORY -

HVAB to make major announcement about formalized effort to elevate sports tourism in Happy Valley, PA

State College, PA, Nov. 9, 2021 – The Happy Valley Adventure Bureau (HVAB), joined by Penn State Intercollegiate Athletics, will make a special announcement about efforts to elevate Happy Valley’s standing as a premier sports and entertainment destination. The announcement will be made via zoom from the Beaver Stadium Media Center at **1:30 p.m. Tuesday, Nov. 16**, immediately following Head Football Coach James Franklin’s weekly media press conference*.

As the official tourism promotion agency for Centre County, the HVAB will detail plans to formalize a collaborative, dedicated undertaking to attract larger national and international sports and entertainment events.

Speakers include:

- Fritz Smith, President and CEO, The Happy Valley Adventure Bureau
- Scott Sidwell, Deputy Director of Athletics, Penn State University
- Joe Battista, former Penn State Icers coach, author and motivational speaker, and HVAB Board member

Representatives of Happy Valley’s sports and entertainment facilities and athletic programs will be among the invited guests at the announcement.

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“Athletics is in our DNA in Happy Valley,” Smith said. “We believe there is an opportunity to capitalize even more on our growing reputation as a sports and entertainment destination, and are taking the necessary steps that other communities have taken to achieve this goal. This announcement will usher in a new era of collaborative town and gown partnership to strengthen the economy through sports and leisure visitation.”

MEDIA- COVERAGE IS WELCOME.

**Media covering Coach Franklin’s weekly news conference are encouraged to remain on the call for the announcement. Media planning to join the 1:30 p.m. announcement should email LesleyK@happyvalley.com for zoom/dial in information.*