

# Happy Valley

## TAKEOUT TRAIL

FOR IMMEDIATE RELEASE

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## *Happy Valley Takeout Trail* to support local restaurants *Initiative awards diners for supporting their favorite eatery*

STATE COLLEGE, PA, Jan. 22, 2021 – **The Happy Valley Adventure Bureau (HVAB) and Lion Country Lodging**, working in partnership with other community partners, today launched new initiative designed to encourage takeout from Centre County restaurants impacted by the ongoing pandemic.

*The Happy Valley Takeout Trail*, which has support from Downtown State College Improvement District, Downtown Bellefonte Inc., Bellefonte Intervalley Area Chamber of Commerce, and the Chamber of Business & Industry of Centre County, provides diners with fun incentives to experience the vast number of hidden gems that Centre County has to offer.

“Our own Marketing Committee has been talking about additional ways to help our food and beverage industry,” said Amanda Powers, Corporate Sales and Marketing for Lion Country Lodging. “In my role on the HVAB Marketing Committee, we were able to present the idea. The ensuing collaboration among supporters led to what we hope will be an initiative that is fully embraced by the community.”

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Beginning Feb. 1, diners can obtain FREE passports from the above-mentioned organizations, as well as from participating restaurants. Passport holders are required to frequent 10 different participating restaurants to be entered into seasonal drawings (four times a year) for a Happy Valley prize package that includes, among other things, a gift card to the Happy Valley Takeout Trail restaurant of their choice. Completed passports should be returned to the attention of Edward Stoddard of the Happy Valley Adventure Bureau, 800 E. Park Ave., State College, PA 16803. While the initiative focuses on takeout to encourage greater participation, in-house dining also qualifies.

“The community has really stepped up its support of local businesses during the pandemic,” said HVAB President and CEO Fritz Smith. “The Takeout Trail concept is a way to encourage continued support, while providing diners with a chance to win a nice thank you in return.”

Edward Tubbs, Chief Operating Officer of Hospitality Asset Management Company, said Lion Country Lodging is proud to help support the county’s struggling restaurants during this time of economic crisis, including helping to launch the Happy Valley Takeout Trail.

The list of participating restaurants will be available at [www.HelpingHappyValley.com](http://www.HelpingHappyValley.com) and [www.lioncountryloddging.com](http://www.lioncountryloddging.com). The list includes establishments from throughout Happy Valley, providing foodies with new culinary experiences while helping to ensure that the area’s food and beverage industry emerges strong from the challenges presented by COVID-19.

“We encourage people to not only support their favorite restaurant, but to make it a point to dine at new establishments,” Smith said. “The Happy Valley Takeout Trail is a great way to discover the wonderful variety of eateries we have in Centre County, from fine dining to fantastic multi-cultural cuisine, and everything in between.”

Smith said it is possible that the Happy Valley Takeout Trail will evolve as the area begins to recover and return to a level of normalcy, and as visitation resumes.

“We have amazing restaurants in Happy Valley. We want visitors to be able to enjoy them as much as local residents. Participating in the Happy Valley Takeout Trail will help ensure they can,” he said.

Happy Valley Takeout Trail passport holders are encouraged to post photos of their dining experiences on social media, using the hashtag *#HappyValleyTakeout*. Restaurants are also encouraged to promote their participation.

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