



FOR IMMEDIATE RELEASE

January 23, 2010

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**VALLEYS OF THE SUSQUEHANNA REGIONAL MARKETING PARTNERSHIP
ANNOUNCES PAVALLEYS.COM RACE TEAM**

The Valleys of the Susquehanna, a regional marketing organization that promotes Columbia, Montour, Snyder, Union and Northumberland Counties, announced today that it will sponsor a Race Team in 2010. The primary goal of the race team is to use word-of-mouth advertising to promote the 5-county region at races throughout the Mid-Atlantic -- and encourage fellow racers to visit the Valleys of the Susquehanna.

The race team, made up of 10 athletes, will:

- Attend competitive races throughout the Mid-Atlantic region on behalf of the Valleys of the Susquehanna region. Races include marathons, 5Ks, road bike races, mountain bike races, and triathlons.
- Compete in the River Town Race Series, which includes the challenging Susquehanna Seven series of events.
- Post blogs on the Valley's new race team blog (blog.pavalleys.com)
- Post updates and info on the Valley's Facebook Page
- Post blogs about Central Pennsylvania on the PA Tourism Office's blog, the Savvy Grouse (SavvyGrouse.com)

The PAValleys.com race team is made up of the following athletes:

- * Nancy Adams
- * Ray Adams
- * Brandon Draugelis

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- * Mike Hebe
- * Mike Kuhn
- * Rob Lichtenwalner
- * Carolyn Popovic
- * Kara Shiffer
- * Erica Yozell
- * Mike Yozell

About the Valleys of the Susquehanna



The Commonwealth is broken into ten Regional Marketing Partnerships and the Valleys of the Susquehanna is the most recently recognized region.

The Valleys of the Susquehanna includes **Snyder, Union, Northumberland, Columbia, and Montour Counties**, and is managed and facilitated by the Susquehanna River Valley Visitors Bureau and the Columbia Montour Visitors Bureau.

The Valleys of the Susquehanna recently completed a website redesign that promotes “vacationing better” in the 5-county region.

The new brand of the Valleys of the Susquehanna emphasizes healthier vacations and opportunities to break free from the constraints of day-to-day stress.

The new “vacation better” brand emphasizes that visitors of all ages who desire healthy choices and interactive experiences will discover an array of opportunities to push the physical limits of their bodies (**Race Better**), enjoy fresh and local produce (**Eat Better**) and get some much needed R&R (**Sleep Better**).

For more information, please go to www.PAValleys.com

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