



# News Release

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## Tourism Bureau hires new tourism-focused P.R. agency for 2015

Harrisburg, PA – The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](http://HHRVB.org)) announces that it is partnering with Gillies and Zaiser Public Relations ([GZPR](http://GZPR.com)) to assist with efforts in spreading the word about the Hershey Harrisburg Region. Though GZPR will be communicating with travel media throughout the country, the agency is placing special emphasis on journalists in New Jersey and Boston, which HHRVB has identified as potential growth markets, according to tourism officials.

The contract between HHRVB and GZPR extends through November 30, 2015, allowing the PR agency to provide support HHRVB's efforts during the prime spring and summer travel seasons.

GZPR focuses solely on travel clients, and for nearly 40 years has been working with destinations, hotels and resorts, cruise lines, and other travel entities. The agency's client roster includes businesses with tourism interests on all seven continents. Besides HHRVB, other destination clients include the Louisiana Tourism Coastal Coalition, an alliance of 10 parishes that were affected by Hurricane Katrina and the BP oil spill disaster, and the state of South Carolina's tourism office. Cruise clients include Hurtigruten, a Norwegian-based company that takes its guests on Arctic and Antarctic voyages; French Country Waterways, an American-owned French barge tour company; and the European river cruise lines Scenic Cruises and Emerald Waterways. Hotel properties include Connoisseurs Scotland, an association of 27 luxury properties in Scotland, and Dollywood's DreamMore Resort, a new hotel opening this summer in Dollywood's childhood home of East Tennessee. GZPR also works with the International Association of Amusement Parks and Attractions (IAAPA) to share with the media what's new in the world of theme park attractions each spring.

The HHRVB account will be serviced by two senior-level PR professionals, Mindy Bianca and Lauren Frye. Bianca is based in Central Pennsylvania, having moved to the region in 2005 to serve as public relations director of Hershey Entertainment & Resorts, where she worked until early 2012. Prior to her work with HE&R, Bianca oversaw PR efforts for the Maryland Office of Tourism Development for more than 10 years. Frye, who is based in one of the company's North Carolina offices, most recently worked with Bald Head Island, a family-friendly resort destination in North Carolina. Prior to that, she worked with PR agencies in North Carolina and San Francisco. Collectively, Bianca and Frye have nearly 35 years of PR experience, and 30 years of focusing their efforts on travel journalists.

Bianca and Frye have already spent much time exploring Hershey and Harrisburg, identifying story angles and getting to know more about the region and its tourism offerings. Among the news items they think will be of most interest to travel media is the growth of Midtown, with the openings of the Susquehanna Art Museum and The Millworks topping the list of interesting developments.

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### About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)

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The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International ([DMAI](http://DMAI.org)) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers; meeting & convention planners; sporting event producers; and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org), or call 877-727-8573.