

Great American Chocolate Bar presented at ceremony marking 3rd Annual Great American Outdoor Show in Harrisburg, PA. Largest Hershey's Bar for Largest Consumer Outdoor Show in U.S.

Harrisburg, PA. (Feb. 5, 2016) The NRA, Dauphin County Commissioners, and the Hershey Harrisburg Regional Visitors Bureau (HHRVB) tonight celebrated the opening of the 3rd Annual Great American Outdoor Show with an official ribbon cutting ceremony held at the Sheraton Hotel & Convention Center in Harrisburg, PA.

The Great American Outdoor Show is the largest outdoor consumer show in the country, and plays a large role in the economic impact of the Hershey Harrisburg Region.

In 2015, the HHRVB estimated the 9-day show was responsible for a \$73 million economic impact to the region's economy and directly supported over 8,000 jobs.

According to the HHRVB, hotel occupancy in the area for the 9-day period of the show in 2015 reflected a 76% increase compared to the number of hotel rooms sold during the same period in 2013 when the show was cancelled by the previous promoter. Visitors from over 45 states attended the show last year according to show producers.

Great American Chocolate Bar wraps-up kick-off celebration for 3rd Annual GAOS 2016.



(L-R) Dave Black, President of the Harrisburg Chamber of Commerce & Capital Region Economic Development Corporation and current Board Chair for the Hershey Harrisburg Regional Visitors Bureau presents custom-labeled 5lb Hershey's Chocolate Bar and glass plaque commemorating the show's 3rd Anniversary in Harrisburg, PA to Kyle Weaver, NRA Executive Director of General Operations.

Gallery



Above: (L-R) Dauphin County Commissioners Mike Pries and Jeff Haste present 350 tickets to Harrisburg Police Union President Jason Brinker along with NRA representatives Kyle Weaver, Executive Director of General Operations and Jeff Poole, Managing Director for Shows & Exhibits.



Above: (L-R) Kyle Weaver, NRA Executive Director of General Operations; Richard Childress, NRA Second-VP; Allan Cors, NRA President; Dave Black, Harrisburg Chamber & Hershey Harrisburg Regional Visitors Bureau Board Chair; Dauphin County Commissioner Jeff Haste; and Justin Moon, President and CEO of Kahr Firearms Group and sponsor of the evening's reception cutting the ceremonial ribbon for the 3rd Annual Great American Outdoor Show in Harrisburg, PA.

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ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to VisitHersheyHarrisburg.org or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.