



News Release

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Regional Visitors Bureau hires Mowers as Digital Manager

Heather Mowers joins Hershey Harrisburg Regional Visitors Bureau from Pixel & Hammer in Carlisle.



HARRISBURG, PA (March 2, 2016) — The Hershey Harrisburg Regional Visitors Bureau (HHRVB) announced today that Heather Mowers has been hired as Digital Manager for the official non-profit partnership-based Destination Marketing Organization (DMO) that represents Dauphin and Perry counties.

The mission of the HHRVB is to lead economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development.

Mowers was previously at Pixel & Hammer, a branding, website, and marketing studio in Carlisle for nearly three years as a Project Manager. She worked with local and regional clients from diverse backgrounds keeping their projects on track and within budget. She also worked on editing and adding website content, training, reviewing site analytics, and developing social media and blog content for select clients.

Prior to that, Heather worked as a Project Manager/Product Development Engineer for a paper company in Mount Holly Springs and developed a bacteria removing water filter and a FDA newborn screening paper to collect blood for diagnostic testing.

Mowers grew up outside of Neville, PA and earned her BS in Biology from The Pennsylvania State University in 2002. She currently resides in Carlisle with her 2 daughters.

Heather currently serves on the board of Carlisle Summerfair, a non-profit community organization that offers free events and programs including things like a musical, kid's carnival, Harrisburg Symphony, and track meet for the greater Carlisle community around the 4th of July holiday. She also volunteers at the Craighead House outside of Carlisle, a summer home where Newbery Award-winning author Jean Craighead George wrote children's books about nature.

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MEDIA INTERVIEWS

Mary Smith, President & CEO of the Hershey Harrisburg Regional Visitors Bureau is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact Rick@HersheyHarrisburg.org or cell 717.884.3328.

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.