



FOR IMMEDIATE RELEASE

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Tourism Day and Anti-Littering Campaign Announced by Pocono Mountains Visitors Bureau
*Outstanding tourism employees and businesses are recognized,
visitors bureau shines light on littering problem in the Poconos*

POCONO MOUNTAINS, PA, April 24, 2018 – The Pocono Mountains Visitors Bureau (PMVB) has announced that this year’s [Tourism Day](#) and the Pocono Mountains [Tourism Achievement Awards](#) will be held at Blue Mountain Resort on Wednesday, May 16, 2018.

Employees working in the industry, as well as individual properties in the Pocono Mountains, will be recognized for their significant accomplishments, efforts, and service. Specific award categories for individuals in tourism and hospitality include a Brand Hero Award, Outstanding Tourism Employee of the Year, Green Award, and two Chairman Awards.

In past years, Tourism Day has featured a keynote speaker who typically provides insight on recent industry trends, focusing on marketing. This year, the PMVB will be taking the time to announce an anti-littering media campaign dubbed “**Pick Up the Poconos.**”

A press conference will be held at the event from approximately 1:30pm to 2:30pm. Media members are encouraged to cover the event for more information on the much-needed PSA campaign and can [RSVP here](#). The Pocono Mountains Visitors Bureau (PMVB) is using this campaign to shine a light on the litter and pollution of our beautiful, natural area. Pick Up the Poconos will feature spots on local television stations, billboards, radio, and social media. The bureau is working with PennDOT’s Adopt A Highway, Keep PA Beautiful, and other organizations to help clean up the Pocono Mountains. A launch date will be announced at Tourism Day.

A press release will follow the event with more information on Pick Up the Poconos and the Tourism Achievement Award winners.

About the Pocono Mountains

With 2,400 square miles encompassing Pennsylvania’s Wayne, Pike, Monroe, and Carbon counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands, and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube, and even snowshoe their way through snowy wonderlands encompassing over 163 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, over 30 golf courses, whitewater rafting, boating, fishing, and open access to nine state and two national parks.

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at **800-POCONOS** (800-762-6667). Follow [@PoconoTourismPR](https://twitter.com/PoconoTourismPR) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit, membership organization. The Pocono Mountains Visitors Bureau is the

official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

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