



# POCONO MOUNTAINS

VISITORS BUREAU

## FOR IMMEDIATE RELEASE

Kelly Shannon  
Pocono Mountains Visitors Bureau  
[kshannon@poconos.org](mailto:kshannon@poconos.org)  
[PoconoMountains.com](http://PoconoMountains.com) / [@PoconoTourismPR](https://twitter.com/PoconoTourismPR)  
(570) 730-6444

### 2018 Tourism Achievement Award Winners and Details on Pick Up the Poconos

*The Pocono Mountains Visitors Bureau announces this year's Tourism Achievement Award winners and provides more information on new anti-littering campaign*



POCONO MOUNTAINS, PA, May 16, 2018 – The [Pocono Mountains Visitors Bureau](http://PoconoMountainsVisitorsBureau.com) (PMVB) is happy to announce this year's recipients of the 24<sup>th</sup> Annual [Tourism Achievement Awards](#) that took place this afternoon at [Blue Mountain Resort](#) during [Tourism Day](#). The program honors Pocono Mountains hospitality and tourism industry employees as local tourism heroes for strides in longevity, customer service, and community involvement. Congratulations to the following individuals and properties:

- Pocono Mountains Chairperson's Award—Donna Smith—For 50 Years of Service in the Hospitality Industry at [Bushkill Falls](#)
- Pocono Mountains Chairperson's Award—Nancy Pilecki—For 35 Years of Service in the Hospitality Industry at [Whitewater Challengers](#)
- Pocono Mountains Brand Hero—Terri Klee—[Great Wolf Lodge](#)
- Pocono Mountains Green Award—Stephanie Rath—[Barley Creek Brewing Company](#)
- Pocono Mountains Outstanding Tourism Employee of the Year—Brian Dye—[Shawnee Inn and Golf Resort](#)

The PMVB also took this opportunity to provide more information on their anti-littering campaign, dubbed “Pick Up the Poconos.” As stated in a previous release, the PMVB is using this campaign to shine a light on the litter and pollution of our serene area. Pick Up the Poconos will feature spots on local television stations, billboards, radio, and social media.

“An anti-littering campaign is crucial at this time for the area,” claims Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “The Poconos is known for its natural beauty, and we want that idea to hold true – nature and our roadsides are no place for trash.”

Resources for both residents and visitors can be found on [PickUpThePoconos.com](http://PickUpThePoconos.com). Some helpful parts of the website include information on where people can properly dispose of their trash and recyclables, the consequences of littering, and a guide for how they can form their own community clean-up or get involved in other ways.

### **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 [www.PoconoMountains.com](http://www.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.

###