



MEDIA ALERT: Upcoming Event Coverage Opportunities at Pocono Raceway and Mount Airy Casino Resort

The Pocono Mountains Visitors Bureau (PMVB) would like to personally invite you to several upcoming media events:

1. Thursday, May 2 – Pocono Mountains Activity and Welcome Center Ribbon Cutting and Community Day

Join the PMVB, NASCAR driver Landon Cassill, IndyCar driver Matheus Leist, and other members of the media and community for the ribbon cutting of the new Pocono Mountains Activity and Welcome Center located in the Pocono Raceway Infield from 11am to 12:15pm.

The [Community Day](#) portion will take place from 1pm to 4pm. Kids are welcome to get photos with the drivers, play on the #PoconoMtns all-inclusive playground, and take part in the additional activities, like an animal show from Claws 'N' Paws, bike riding courtesy of Pocono Biking, outdoor laser tag from Blue Mountain Resort, and more.

2. Friday, May 3 – Mount Airy Casino Resort Expansion Grand Opening

The ribbon-cutting ceremony for [Mount Airy Casino Resort's](#) expansion will begin at 10:30am on Friday, May 3. Media should meet Wendy Wilson in the lobby of the new Events Center. Reporters/photographers/news vans can pull into the valet parking area and park to the far left against the stone wall. Speakers at the ribbon-cutting will include Todd Greenberg, Mount Airy COO and General Manager; Lisa DeNaples, Mount Airy Owner and Managing Trustee; and Chris Barrett, President and CEO of the Pocono Mountains Visitors Bureau. Tours following the ceremony will be offered to attending media.

The \$40 million expansion will introduce 100 new guest rooms, increasing the occupancy size of the current hotel to 288 rooms, and a 16,000 square-foot addition to the existing ballroom and events center.

3. Wednesday, May 8 – Tourism Day

This year's [Tourism Day](#) will focus on how crucial the tourism industry is to the Pocono Mountains. The event will take place at Mount Airy Casino Resort's newly-expanded Events Center. Impressive new tourism impact statistics on the region will be announced by the PMVB. These statistics express the remarkable growth in tourism and the positive impact on the local economy over the past few years. The PMVB will also be revealing the new four-county Pocono Mountains Travel Guide and announcing some new initiatives expanding their anti-littering campaign, [Pick Up the Poconos](#).

Please reach out to Kelly Shannon, PR & Social Media Manager at the PMVB to confirm your attendance to any of these events: kshannon@poconos.org or 570-534-4775.

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 570-421-5791. 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.