



**\*\*MEDIA ALERT\*\***

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**NEW CAMPAIGN SHOWCASES WHY PEOPLE ARE ‘POCONO PROUD’**

*The following information is under embargo until 11:45am Friday, September 6th*

STROUDSBURG, PA – The Pocono Mountains Visitors Bureau (PMVB) and East Stroudsburg University (ESU) would like to invite you to the upcoming announcement of a new initiative called #PoconoProud. The campaign aims to excite people who live, learn, work and play in the Poconos.

The #PoconoProud announcement is part of [East Stroudsburg University’s 2019 Economic Outlook Summit](#), held on Friday, September 6, 2019, from 7:30am - 12pm at the ESU Mattioli Recreation Center. The theme of this year’s Summit is “Monroe County, PA: Why do we live here?”

*Media interested in learning more about #PoconoProud should arrive no later than 11:30am.*

#PoconoProud is a collaboration between the Pocono Mountains Visitors Bureau, East Stroudsburg University, Monroe 2030 Action Team and Northampton Community College.

Pocono Mountains visitor information is available online at [PoconoMountains.com](#) or by phone at (570) 421-5791. Follow [@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 PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

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