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## **New Welcome Signs Promote the Pocono Mountains**

March 5, 2020 – The nearly 30 million guests who visit the Pocono Mountains each year will now be greeted by new ‘Welcome to the Pocono Mountains’ signs. This project started as an idea about 15 years ago and finally came to fruition thanks to the [Pocono Mountains Visitors Bureau](http://PoconoMountainsVisitorsBureau.org) (PMVB) and the [Pennsylvania Department of Transportation](http://PennsylvaniaDepartmentofTransportation.org) (PennDOT).

“The Pocono Mountains is a major tourist destination, with many visitors traveling by vehicle” said Chris Barrett, President/CEO of the Pocono Mountains Visitors Bureau. “These signs serve as a warm welcome to our guests and evoke pride among the residents who call this beautiful area home.”

The eight signs were strategically placed along major thoroughfares that are entry points to the four-county region. Signage is installed at the following locations:

### **Carbon County**

- Interstate 80 EB; East Side Borough
- Interstate 476 NB; Franklin Township
- Interstate 476 SB; Kidder Township

### **Monroe County**

- Interstate 80 WB; Smithfield Township
- Interstate 380 SB; Coolbaugh Township
- Route 33 NB; Ross Township

Pocono Mountains visitor information is available online at [PoconoMountains.com](http://PoconoMountains.com) or by phone at [\(570\) 421-5791](tel:5704215791). 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 PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.

### **Pike County**

- Interstate 84 WB; Westfall Township

### **Wayne County**

- Interstate 84 EB; Sterling Township

This project cost more than \$230,000 and was funded by grant money through the Federal-Aid Highway Projects, in addition to funds from the PMVB.

High-resolution photos related to this story can be obtained by contacting [bstrunk@poconos.org](mailto:bstrunk@poconos.org).

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### **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 more than 163 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, more than 30 golf courses, whitewater rafting, boating, fishing and open access to nine state and two national parks.