



News Release

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Media Lounge Online Resource Center – www.VisitHersheyHarrisburg.org/MEDIA

Regional Visitors Bureau Touts Members' Community Service

Hershey Harrisburg Tourism Industry Supports Local Community During Covid-19 Global Pandemic

HARRISBURG, PA (May 14, 2020) — Visit Hershey & Harrisburg (VHH) today released a compilation of stories to highlight the generosity that many businesses and individuals in the local tourism industry have shown throughout the global Covid-19 pandemic. Even as tourism-related businesses including hotels, restaurants, attractions and more navigate steep economic hardships resulting from a drop in travel, owners and employees continue to find ways to serve their community in new ways.

“As a Destination Marketing Organization, Visit Hershey & Harrisburg is dedicated to touting local tourism achievements like restaurant openings or expansion projects at our attractions,” said VHH President and CEO Mary Smith. “Covid-19 has dramatically disrupted tourism at all levels, but we wanted to make sure we are still telling stories about the great work that our Partners are doing, and how selflessly they have pivoted from their regular business models into projects that support our local healthcare workers and other charitable organizations,” said Smith.

A summary of stories is listed below, with more information available in the VHH Media Lounge via the following link >> <https://www.visithersheyharrisburg.org/articles/post/vhh-partners-support-community-amidst-covid-19-pandemic/>

Midstate Distillery and Tattered Flag Brewery & Still Works - The distilleries produced much-needed hand sanitizer, donating much of the product to local first responders.

Fenicci's of Hershey – Restaurant owner Phil Guarno created a Go Fund Me campaign that raised more than \$35 thousand. Guarno used the funds to purchase meals in \$1 thousand increments from local restaurants to be delivered to healthcare workers at Milton S. Hershey Medical Center.

Harrisburg Senators – The Harrisburg Senators have offered several ways for fans to get involved with community efforts, including voucher programs that provide undated tickets to healthcare workers and memorabilia auctions that raise money for local charities.

The Hershey Company – The Hershey Company committed over \$1 million to convert some operations to manufacture face masks for employees, their families and the community. Additionally, the company is fulfilling ongoing product donation requests and supporting the Milton S. Hershey Medical Center with various supplies including sanitizing stations and protective equipment.

The Hershey Lodge - The Lodge donated more than 350 rooms to Milton S. Hershey Medical Center Workers in need of alternate housing.

The Hilton Harrisburg – Kitchen staff and hotel employees delivered more than 350 lunches and dinners to employees at UPMC Pinnacle Harrisburg. The Hilton is also in the process of working with human services organizations to deliver meals to local families in need.

The Residence Inn & Suites Harrisburg North – The hotel provided 30 free box lunches to the Fire, Police and EMTs in Susquehanna Township as a thank you for their hard work.

The Tweed Weasel – Owner Tish Bachleda created more than 500 handmade face coverings, donating many to local organizations or to those who couldn't afford one. Many of Bachleda's customers "paid it forward" by overpaying for masks so that more donations could be made.

Troegs Independent Brewery – All proceeds from a Troegs Limited Series small batch IPA benefited the Hospitality Assistance Response of Pennsylvania (HARP) in its efforts to provide immediate emergency assistance to front-line hospitality industry workers. The release raised \$10 thousand.

Around the Region

Bailey Coach – The motor coach company disinfected hundreds of first responder and emergency vehicles free of charge.

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MEDIA INTERVIEWS

Mary Smith, President & CEO of Visit Hershey & Harrisburg is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. The bureau will make every effort to accommodate all interview requests. Contact allison@hhsportsandevents.com or cell 717.580.9396

ABOUT VISIT HERSHEY & HARRISBURG

Visit Hershey & Harrisburg is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth in Dauphin County, PA through destination sales, consumer marketing, public relations, and tourism development. The organization, accredited by Destinations International since 2010, is committed to actively marketing the tourism assets in the Hershey & Harrisburg Region to business and leisure travelers both domestic and international. The bureau also leads regional sales efforts to attract meeting and event organizers, sporting event producers, and group tour leaders. Our online media resource center includes Story Ideas, Regional Round-Ups, FAM Tour Itineraries, Media Policies, and an Image Gallery with high-resolution photos easily downloaded by media. For more info: VisitHersheyHarrisburg.org or 877-727-8573.