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FOR IMMEDIATE RELEASE

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PMVB, Wayne County Set Tourism Promotion Funding Program Event

HONESDALE (January 5, 2023) – Building on the success of previous years, the Pocono Mountains Visitors Bureau (PMVB) and the Wayne County Tourism Promotion Committee invite nonprofit organizations and event planners to a free event at The Settlers Inn in Hawley on January 12, 2023.

The workshop and networking event will include a discussion of the 2023 Tourism Promotion funding program and various PMVB initiatives underway within Wayne County and throughout the entire Pocono Mountains.

The PMVB, in conjunction with the Wayne County Commissioners and the Tourism Promotion Committee, has been providing direct support for various organizations and events to bring overnight visitors to the county.

Representatives of the PMVB will review how events are marketed using digital, radio and print as well as provide guidance on maximizing funding and collaborating to achieve greater return on investment for everyone.

The event at The Undercroft at the Settlers Inn is scheduled for 5 p.m. – 7 p.m. The presentation will include a breakdown of how to apply for 2023 funding.

Food and refreshments will be provided. Please RSVP to Vicky Botjer at vbotjer@waynecountypa.gov or (570) 253-5970 ext. 1300 by end of day on January 10, 2023.

For more information on the Pocono Mountains Visitors Bureau please visit PoconoMountains.com.

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