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## Summer in The City Campaign Begins for Harrisburg, PA

The City of Harrisburg and Hershey Harrisburg Regional Visitors Bureau partner on new campaign promoting city events, festivals, culture and tourism attractions.



**Harrisburg, PA** – Harrisburg Mayor Eric Papenfuse and [HHRVB](#) President Mary Smith joined community partners to announce the details of a new “[Summer in The City](#)” campaign that will run from June through September.

The “Summer in The City” campaign will rebrand [Harrisburg](#) as a tourist destination featuring sports, family activities, festivals and tourism attractions. The campaign was developed to promote the Capital City as a fun and welcoming destination for those in surrounding communities throughout Pennsylvania’s Dutch Country Roads region located in Adams, Cumberland, Franklin, Lancaster, Lebanon, Perry, and York Counties.

According to tourism officials, the campaign was also developed with local community spirit in mind.

“The images and messaging used in the ads and marketing materials all communicate a positive image of this community that we hope will resonate with residents,” said Smith. “We want residents to be proud of their city and we want them to start thinking of ways they can stay and play in the area this summer. The more they know about the educational programming and family entertainment that is available in their community, the more we hope to see residents utilizing those amenities and even inviting friends and family from outside the region to visit and partake as well.”



The campaign materials will include billboards, posters, and ads on Capital Area Transit ([CAT](#)) busses that highlight the attractions and activities for families and young professionals.

“We have worked with the Hershey Harrisburg Regional Visitors Bureau to create a new brand image for the city this summer,” said Mayor Papenfuse. “And we have a great lineup of summer programs and festivities to please both residents and visitors.”

The summer [events](#) and programming will include new enrichment programs for youth and a new “[Great Independence Weekend Walk Around](#)” that the city’s [Arts, Culture and Tourism Department](#) is producing at three sites around the city, including Reservoir Park, Italian Lake and City Island for July 4-6, 2014.

For more information about any of these events, visit [harrisburgpa.gov](http://harrisburgpa.gov) or contact Joyce M. Davis at [jdavis@cityofhbg.com](mailto:jdavis@cityofhbg.com) or call 717-255-3015.