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NEWS RELEASE
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A. T. Museum To Honor Cumberland Valley Visitors Bureau at Seventh Annual Banquet On June 2

GARDNERS, PA. – The Appalachian Trail Museum announced today that the Cumberland Valley Visitors Bureau will receive its "Partnership Appreciation Award" at the Museum's Seventh Annual Hall Of Fame Banquet on June 2, 2017. This award will recognize the Visitors Bureau's tremendous support of the Museum over many years.



Larry Luxenburg, Museum Founder and President said: "Many people and organizations have helped to contribute to the success of the Museum to date. But, the Cumberland Valley Visitors Bureau stands out as an outstanding partner of the Museum. They have given generous grants to help with projects like the initial design and construction for the opening in 2010, and our Children's Museum which opened in 2016. Beyond that, they have advised on marketing the Museum, and on projects like planning the initial Hall of Fame Banquet and finding a new home for the Banquet in 2017. That just scratches the surface. Without their help, we wouldn't have been nearly as successful over these first seven years."

Shireen Farr, Chief Operating Officer of the Visitors Bureau said: "Our research and experience tells us that nature and the outdoors are among the major factors that attract visitors to the Cumberland Valley. We're fortunate to have 46 miles of the world famous Appalachian Trail right here, including the halfway point. When we learned of plans to build the Appalachian Trail Museum here, we knew we needed to be involved. Larry and his team have been great partners. We're deeply honored to receive this award."

The Visitors Bureau will receive the Partnership Appreciation Award at the Banquet, on June 2, 2017, at the Comfort Suites in downtown Carlisle, Pennsylvania, at 10 South Hanover Street, just four miles from the A.T.



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Also during the Banquet, four giants of the A.T. will be inducted as the 2017 Class of the Appalachian Trail Hall of Fame. The members of the 2017 Class will be announced in May. Emcee for the evening will be Ron Tipton, President and CEO of Appalachian Trail Conservancy. Music will be provided again by Randy "Windtalker" Motz. A 6 p.m. reception will precede the dinner, which begins at 7 p.m. The cost of the reception and dinner is \$35 for museum members and \$45 for others.

Complete information on the Hall of Fame Banquet is available at <https://2017athalloffamebanquet.eventbrite.com> Tickets may be purchased either at that website, or directly from the Appalachian Trail Museum by sending a check to:

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The Hall of Fame Banquet will be the kickoff of the Museum's Hall of Fame Weekend. Questions about the Appalachian Trail Hall of Fame Banquet may be sent to atmbanquet@gmail.com. For lodging options during the Hall of Fame Weekend, go to the Museum's website: www.atmuseum.org

About the Appalachian Trail Museum Society

The Appalachian Trail Museum Society, a 501-C-3 not-for-profit organization formed in 2002, organizes programs, exhibits, volunteers and fundraising nationwide for the Appalachian Trail Museum. The museum opened on June 5, 2010, as a tribute to the thousands of men, women and families who have hiked and maintained the approximately 2,185 mile long hiking trail that passes through 14 states from Maine to Georgia. Located in the Pine Grove Furnace State Park in Gardners, Pennsylvania, the museum is conveniently near Carlisle, Gettysburg and Chambersburg, Pennsylvania. Additional information is available at www.atmuseum.org.



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