



MATPRA

MID-ATLANTIC TOURISM PUBLIC RELATIONS ALLIANCE

Favorite Home-Crafted Products are Made in the Mid-Atlantic Region

(Mid-Atlantic Region, February 28, 2019) – The Mid-Atlantic region develops a host of familiar products that are loved by consumers across the continent and around the world. From boats and motorcycles, to agricultural products harvested in the Appalachian valleys, to dairy products produced across farmlands, visitors can discover manufacturing sites and cultivated trails where their favorite items are created.

Members of the Mid-Atlantic Public Relations Alliance (MATPRA) have developed a sampling of the region's best made-in-the-Mid-Atlantic products, crafts, and foods. Whether it's a favorite wine, cherished musical instrument, or a tasty snack food – you might be surprised to learn it was produced in the region we call home. Want to learn more? Contact the destination marketing organization listed below.

MARYLAND

State of Maryland

From homemade ice cream, to wine, to Paul Reed Smith Guitars, Maryland offers visitors a look at how their favorite items are made. Visitors can dine at a variety of restaurants that make the best crab cakes! *Maryland Office of Tourism, Matthew Scales, VisitMaryland.org, mscales@visitmaryland.org*

Annapolis & Anne Arundel County

Weaver Boatworks creates modern-day equivalents of Trumpy Yachts. Hobo International's only brick and mortar store is in downtown Annapolis. Hobo creates fine leather goods in Maryland and markets them worldwide. Great Frogs Winery, Vineyards at Dodon, Thanksgiving Farm Winery, Chesapeake Brewing Company and Crooked Crab Brewing offer tours and tastings. *Visit Annapolis & Anne Arundel County, Susan Seifried, VisitAnnapolis.org, sseifried@visitannapolis.org*

Baltimore

Baltimore is perfect for hands-on experiences. With its creative class, the city is bursting with inventive concepts like collaborative maker spaces such as Open Works, how-to classes like paper cutting with Annie Howe, or private distillery tours at Baltimore's own Old Line Spirit. *Visit Baltimore, Abigail Vitaliano, Baltimore.org, avitaliano@baltimore.org*

Calvert County

Hands-on experiences await in Calvert County! Be a "Waterman for Day" and learn crab or eel potting, fishing, and/or oyster dredging. Other experiences: wild-edibles identification, beekeeping and sustainable food production classes, farm-to-table cooking and mixology classes, brewery and winery tours, and flint-knapping. *Calvert County Department of Economic Development, Hilary Dailey, ChooseCalvert.com, hilary.dailey@calvertcountymd.gov*

Frederick County

Do you have a soft spot for dairy? Head to South Mountain Creamery where you can get up close and personal with the cows that produce your favorite treat! Tour the farm, feed the calves, and enjoy a scoop of the creamiest ice cream you can imagine. *Visit Frederick, Melissa Muntz, VisitFrederick.org, mmuntz@fredco-md.net*

Queen Anne's County

Whether you are unleashing guitar secrets on a Paul Reed Smith factory tour, sampling local spirits at Blackwater Distilling, or touring the only full-time shucking house in Maryland at Harris Seafood, Queen Anne's County offers a beautiful backdrop and fun experiences for all ages. *Queen Anne's County Office of Tourism, Ashley Chenault, VisitQueenAnnes.com, achenault@qac.org*

PENNSYLVANIA

Commonwealth of Pennsylvania

Pennsylvania is home to the Factory Tour Capital of the World in York, which features manufacturers like Harley Davidson, Bluett Bros. Violins, Snyder's of Hanover, and Martin's Snacks. Iconic brands like Yuengling, Martin Guitar, Crayola, Zippo, Julius Sturgis, and BWP Bats also call the Keystone State home. *Pennsylvania Tourism Office, Lisa Zahn, VisitPA.com, lisa.zahn@tierneyagency.com*

Central Pennsylvania

Centre County was founded on agriculture and agro-tourism continues to be important to its identity. The region is mostly known for its grilled stickies, but Tait Farm's sweet-mix shrub varieties can be found on the shelves at Trader Joe's all over the country. *Central Pennsylvania Convention & Visitors Bureau, Andy Rupert, VisitPennState.org, andy@visitpennstate.org*

Endless Mountains

One of the sweetest stops in the Endless Mountains for visitors is the annual Open House at Loch's Maple in March, part of Northeastern PA's Maple Weekend. Throughout the year visitors can stop by the family farm for locally-produced syrups, coffee, candies, and Loch's famous Maple Popcorn. *Endless Mountains Visitors Bureau, Morgan Christopher, EndlessMountains.org, sales@endlessmountains.org*

Greater Johnstown/ Cambria County

If you are looking for hands-on experiences, be sure to visit Johnstown's Bottle Works, Arts on 3rd Avenue. Classes are offered throughout the year that celebrate Johnstown's rich heritage. Classes also include Pysanky, an ancient form of Ukrainian folk art. *Greater Johnstown/ Cambria County Convention & Visitors Bureau, Olivia Bragdon, VisitJohnstownPA.com, oliviab@visitjohnstownpa.com*

Hershey & Harrisburg

Hershey's Chocolate World opened in 1973 and, today, is the most-visited corporate visitors center in the world with 3 million(+) guests visiting annually for the free Chocolate Ride, Chocolate Tasting Experience, Great Chocolate Factory Mystery 4D, and Create-Your-Own Candy Bars. Hershey Trolley Works tours the town built on chocolate. *Hershey Harrisburg Regional Visitors Bureau, Rick Dunlap, VisitHersheyHarrisburg.org, rick@hersheyharrisburg.org*

Lancaster County

Discover the beauty of quality hardwood furniture in oak, cherry, walnut, and maple the way it's been made at George's Furniture in Marietta for over 40 years. Visitors can watch master craftsmen at work during the woodshop tour, as well as see the onsite kilns and museum. *Discover Lancaster*, Joel Cliff, DiscoverLancaster.com, jcliff@discoverlancaster.com

Laurel Highlands

Thanks to the diverse topography, unique climate and abundance of maple trees, the Laurel Highlands is Pennsylvania's largest producer of maple products. Spring's cold nights and warm days change the atmospheric pressure in the trees to allow sap to flow. Be sure to try local traditional favorite Burnt Sugar Cake! *Laurel Highlands Visitors Bureau*, Anna Weltz, LaurelHighlands.org, aweltz@laurelhighlands.org

Lehigh Valley

Explore nationally-known brands in eastern Pennsylvania. Tour the C.F. Martin Guitar Factory for a glimpse at the 300+ steps that go into handcrafting these stunning acoustic instruments. Discover the magic of color at the Crayola Experience where you can see demos of how crayons come to life. *Discover Lehigh Valley*, Kaitie Burger, DiscoverLehighValley.com, kaitie@discoverlehighvalley.com

Philadelphia

Visitors to Philadelphia can choose from an assortment of options to explore the region, including those of the air, automotive, audio, culinary, self-guided and water-based varieties. Among the region's best-known foods to experience are Italian water ice, Pennsylvania Dutch pretzels, and the ever-popular cheesesteak. *Visit Philadelphia*, Daniel Davis, VisitPhilly.com, daniel@visitphilly.com

Pittsburgh

Before the age of steel city, Pittsburgh was a major distributor of glass products. In the early 1820s, Pittsburgh's glass was being used across the nation. This history lives on at the Pittsburgh Glass Center where visitors can participate in hands-on glass making experiences ranging from flowers to blown ornaments. *VisitPITTSBURGH*, Kristin Wenger, VisitPittsburgh.com, kristin.wenger@visitpittsburgh.com

Pocono Mountains

In the Pocono Mountains, visitors can find local treats like decadent delights at Callie's Candy Kitchen and both soft and crunchy, savory pretzels at Callie's Pretzel Factory. The area is also home to wineries and breweries like Blue Ridge Winery and Barley Creek Brewing Company. *Pocono Mountains Visitors Bureau*, Kelly Shannon, PoconoMountains.com, kshannon@poconos.org

Potter County - Tioga County

For years, Draper's Bees in Tioga County has been the official honey supplier for the White House. At this "Super Apiary," visitors learn about bees and their vital role to our agricultural infrastructure. Collecting and processing the bee's sweet nectar is demonstrated and sampled at this wonderful family farm. *Visit Potter-Tioga*, Morgan Christopher, VisitPotterTioga.com, morganck@gmail.com

York County

In York County you can go behind the scenes and watch as legendary Harley-Davidson motorcycles roar to life or experience the mouth-watering side of manufacturing at Martin's Snacks - where you can taste chips still warm from the fryer! *York County Convention & Visitors Bureau*, Chrissy Toibas, YorkPa.org, marketing@yorkpa.com

VIRGINIA

City of Fredericksburg

Whether it's making a violin at Wm Mason II Violin Shop or learning to make your own wine at Bacchus Winery, you can find it all in the Fredericksburg Virginia Region. Behind-the-scenes explorers stay busy for days with painting classes and on the Grapes & Grains Trail. *Fredericksburg Regional Tourism, Debbie Aylor, VisitFred.com, daylor@spotsylvania.va.us*

Richmond

Take a brewery tour in Richmond, which tops VinePair's 2018 list of "World's Top 10 Beer Destinations." Stone Brewing offers daily tours and tastings of their world class East Coast location and production facility in Richmond's Fulton neighborhood. *Richmond Region Tourism, Meghan Gearino, VisitRichmondVa.com, mgearino@visitrichmondva.com*

Shenandoah County

At the Route 11 Potato Chip Factory, there are big windows in the retail store that allow you to see the process of chip-making and sample all the delicious flavors. The current facility, built in 2008, has sustainability and green principles integrated into as much of their process as possible. *Shenandoah County Tourism, Jenna French, VisitShenandoahCounty.com, jfrench@shenandoahcountyva.us*

Shenandoah Valley

The Shenandoah Valley region is rich in the maker movement. The region features custom-made handcrafted guitars and organs that are shipped all over the country. Foodies delight in chocolatiers, bakers, coffee roasters, and potato-chip makers and drink in award-winning craft brews, wines, and ciders. *Shenandoah Valley Travel Association, Kathy Moore, VisitShenandoah.org, svta@moorepublicrelations.com*

About Mid-Atlantic Tourism Public Relations Alliance

The Mid-Atlantic Tourism Public Relations Alliance (MATPRA) is a cohesive unit of regional tourism partners encompassing Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Washington, D.C. The group serves travel journalists by creating a regional resource that ignore geographical boundaries. The Alliance promotes common threads and offers story ideas to journalists about the Mid-Atlantic region as a whole. For more information, visit www.matpra.org.

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