



## FOR IMMEDIATE RELEASE

May 13, 2022

**Contact:** Liz Grove  
814.777.7863  
liz@pinegrovehall.com

### **“Route 45 Getaways” celebrates local arts and businesses**

PINE GROVE MILLS, Pa.— Local event focuses on Centre County agritourism.

In its inaugural year, the 2021 *Route 45 Getaways* found footing as a fun, versatile opportunity to promote local businesses and organizations located in and around Route 45 in Centre County. Visitors and locals alike shared highly positive feedback from the event.

Organizers are finalizing the 2022 event with dates set to run from **July 30 through August 7**. Partners in the event will once again be Ferguson Township, Millheim Borough, the Pine Grove Mills Small Area Plan Advisory Committee. In addition, Harris Township has joined as a new partner.

Pine Grove Mills and Millheim will be the anchor points for the nearly 25-mile stretch of Route 45 that connects the two towns.

“The steering committee is working hard to connect with new destinations to add to the thirty-five who participated last year,” says Liz Grove, owner of restaurant and live music venue Pine Grove Hall, which is also a sponsor of the event. “We hope to add organizations with a focus on history & heritage, health and wellness and outdoor recreation activities,” says Grove.

Participating businesses will receive exposure via a dedicated website as well as heavy social media marketing dedicated to getting the word out about the weeklong event.

In return, those businesses will be asked to host either an art or a music event sometime during the July 30-August 7 time-period and provide gift cards or prizes to be used as giveaways.

“The circle of support between our local organizations and our artists and musicians is at the heart of our endeavor,” says Grove.

The addition of Boalsburg as a destination village will help grow the event. “Harris Township is pleased to be joining the *Route 45 Getaways* program,” Harris Township Supervisor Dennis Hameister said. “We are really excited for visitors to see what the businesses, farms and artists along the Route 45 corridor have to offer. There are a lot of hidden gems that are just waiting to be discovered.”

“It’s great to see the many destination points along the corridor getting a tourism boost,” Harris Township Manager Amy Farkas said. “After two difficult years, this is a great way to support the small businesses, farms and artists that make the area so unique.”

Karen Addenbrook, Wholesale Manager at Tait Farm and a 2021 destination is looking forward to this year’s event. “It will be high produce season and the Harvest Shop & Greenhouse promises to be a full array of color, taste, and smells of the season. The Purple Heart Highway is truly the heartbeat of Centre County and *Route 45 Getaways* is a great way to promote rural small businesses.”

Designed for both tourists and residents, funding for *Route 45 Getaways* comes from a grant made possible by The Happy Valley Adventure Bureau and the Centre County Board of Commissioners. Ferguson Township also contributed funding. Sponsors include The Centre County Farmland Trust and Pine Grove Hall.

“A key element of the *Route 45 Getaways* event is the recognition of the longstanding, character-defining, independent businesses that contribute to our cultural expression,” says Centrice Martin, Ferguson Township manager. “Small businesses are the foundation for our economic wellbeing by bringing growth, innovation and character to this area and having an event that highlights those businesses contributes to a sustained sense of place in our communities.”

Organizations, artists and musicians may sign up via the Route 45 Getaways website contact form to participate in the event.

For more information, visit [www.route45getaways.com](http://www.route45getaways.com) or email [info@route45getaways.com](mailto:info@route45getaways.com)

###