



SUSQUEHANNA RIVER VALLEY

*every turn a treasure®*



[www.mojoactive.com](http://www.mojoactive.com)

FOR IMMEDIATE RELEASE

Monday, July 18, 2011

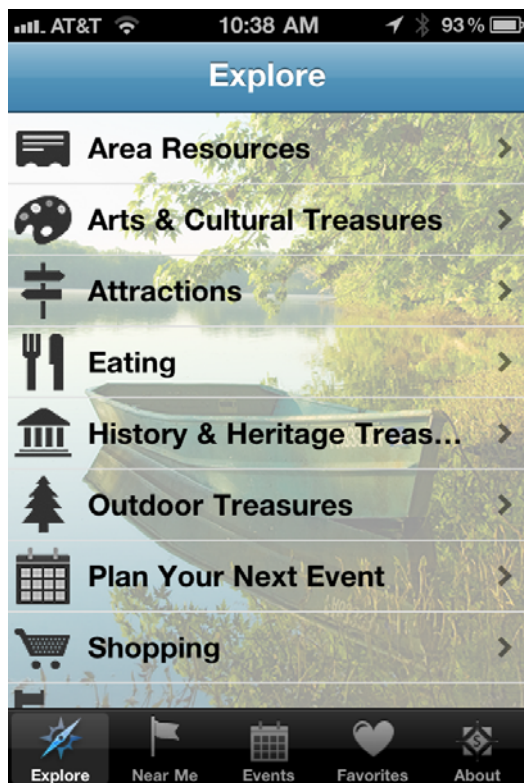
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## Visitors Bureau Launches Central PA Mobile Travel App

*App available for Free in Apple App Store and Android Market*



The Susquehanna River Valley Visitors Bureau (SRVVB), which is the Tourism Promotion Agency for Snyder, Northumberland, and Union Counties, has partnered with MoJo Active, an integrated marketing company in Watsonstown, to launch two new Central PA mobile travel apps, one for Android smartphones and one for the iPhone, iPod Touch and iPad. The travel apps are the first of their kind in the Central PA region.

The free app can be downloaded from the Apple App store and the Android Market by simply searching for Central PA Treasures. The apps can also be downloaded by scanning a QR Code from the [VisitCentralPA.org](http://VisitCentralPA.org) website.

The app features upcoming events, area attractions, shopping, historical sites, food and lodging. All items display how many miles away they are from the user's current location. The app's "Near Me" feature also shows what destinations are closest, and provides a map and directions. Users can directly call a business of interest, and tap the "Favorite" button to save certain attractions or events to the phone, so they can be accessed even if the user's off-line.

Andrew Miller, Executive Director of the SRVVB says, "We are thrilled to venture into utilizing mobile apps to promote our region and our members. As one of the first tourism agencies in the Commonwealth to

have a mobile app, we're out to show that "high tech" exists in rural PA. And what a better way to prove this than by showcasing all of the great things to do and see in the Susquehanna River Valley. Staying competitive by using technology to aid in marketing is part of our newly adopted strategic plan. Mobile apps keep us on that cutting edge. The apps will promote SRVVB members in a whole new way, benefitting businesses that do not have apps. For the tech-savvy vacationer, or local people looking to find a place to eat while shopping downtown, our app will connect the dots to make the end-users experience easy and informed."

## MOBILE-OPTIMIZED WEBSITE

The Visitors Bureau also offers a mobile-optimized website, at [VisitCentralPA.org](http://VisitCentralPA.org). Users simply navigate to the website from their mobile device and the mobile-optimized website is displayed.

The website displays the Visitors Bureau's toll-free number, as well as Eating, Sleeping, and Exploring options. The mobile website will work on all smart phones, including the BlackBerry series, Android series, iPhone and iPod.

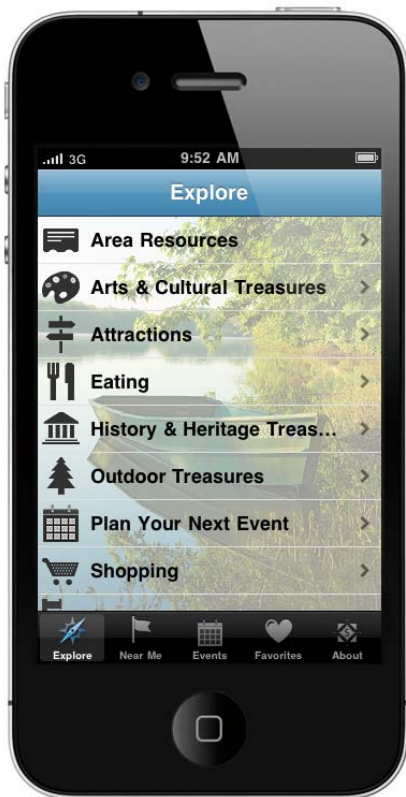
## ABOUT MOJO ACTIVE

Founded in 2001, MoJo Active is an integrated marketing company that thrives on delivering results-driven marketing programs. With clients throughout Pennsylvania and across the country, MoJo Active brings a creative approach to business challenges. With 14 employees, the company's expertise spans a broad range of services including consulting, web development, e-marketing, and traditional advertising. For more information about MoJo Active's areas of expertise and a portfolio of work, go to [MoJoActive.com](http://MoJoActive.com).

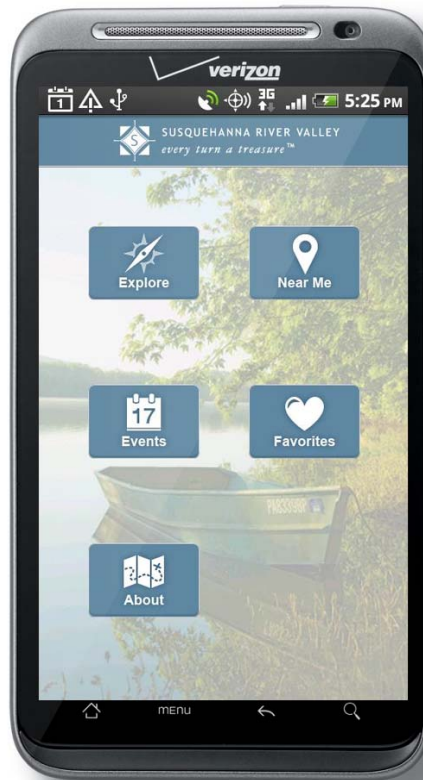
## ABOUT THE SRVVB

The Susquehanna River Valley Visitors Bureau (SRVVB) stimulates economic development by promoting the Susquehanna River Valley as a desirable tourist destination. The SRVVB provides information and services to visitors and area residents, advances the image of hospitality in the region, facilitates the development of tourism resources and educates business leaders and members. For more information, go to [VisitCentralPA.org](http://VisitCentralPA.org), [Facebook.com/SusquehannaRiverValley](https://Facebook.com/SusquehannaRiverValley) or [Twitter.com/SusqRiverValley](https://Twitter.com/SusqRiverValley)

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