



For Immediate Release

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## VISIT LEBANON VALLEY CREATES COUNTY-WIDE JAVA JOURNEY

**LEBANON, Pa.** - Visit Lebanon Valley, the Destination Marketing Organization in Lebanon County has created a county-wide Java Journey. The Java Journey is a self-guided trail that features eight locally-owned coffee shops. The Journey will take place from January 16, 2020 until February 29, 2020.

To participate, a customer can purchase a mug and passport for \$3 from any of the participating businesses; The Sugar Shaker Cafe, Wrinkle & Boon, Timeless Cafe, The Important Thing Cafe, Ancestor Coffeehouse & Creperie, 3J's Coffee, The Porch and Pantry, and Swatara Coffee Company. Once the participant has purchased these items, they will make their way to the eight shops where they will have the opportunity to purchase a secret menu item that is only made available to those on the trail.

After making a purchase at each location, the participant will receive a stamp from the corresponding business on their passport. Once completed, the participant will take their passport to the Visit Lebanon Valley Office at 31 S. 8th St., Lebanon, PA where they will be entered into a drawing to win a gift basket comprised of items from each business.

Paige Gregorzek, Marketing Assistant for Visit Lebanon Valley states, "The Java Journey is intended to highlight the amazing local coffee shops here in the Lebanon Valley. Many people overlook these great businesses while in pursuit for national coffeehouse chains." Gregorzek has been working with these local businesses to develop a trail that encourages people to skip the chain restaurants and shop local. "These small businesses work tirelessly to create great beverages and an amazing atmosphere. The coffee shops on our trail offer an experience that chain shops cannot compare to."

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Visit Lebanon Valley is a Destination Marketing Organization that promotes the Lebanon Valley's unique attractions and local businesses to visitors and residents alike. Our mission is to spotlight the area's rich culture and heritage.

For more information about the Java Journey, visit [www.visitlebanonvalley.com/java-journey](http://www.visitlebanonvalley.com/java-journey).

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