

For Immediate Release:

"The Adventures of Lebanon Lilly"

Contact: Jkuzo@visitlebanonvalley.com

Lebanon Lilly is a little cow who seeks adventure throughout the Lebanon Valley. Where will she go? What will she see? I wonder?

This is a little taste of the new children's book coming out next week from Visit Lebanon Valley. A Destination Marketing Organization, Visit Lebanon Valley's job is to promote the Lebanon Valley's unique attractions and highlight what makes the Valley special to locals and visitors alike.

President, Jennifer Kuzo, was driving in Palmyra one day and passed a home with some animal statues on the front lawn with a for-sale sign. She immediately knew that she had to buy the large cow. "We brought her into the office, located at the Farmers Market in downtown Lebanon, and she was an instant hit. A selfie spot, drawing children in from the market to get their photos taken," said Kuzo.

We then created a Naming Contest with the children that were going through the market and selected the name of Lilly, thus Lebanon Lilly was born. Historians might be aware that Robert Coleman's first wife was named Lilly.

Local artist, MJ McFalls, entered the scene and was asked to touch up Lilly's paint. She went the distance, adding more spots and even beautiful eyelashes to Lilly.

The next step happened very organically. Kuzo is always sharing fun things to do in the Lebanon Valley as part of her job and felt there was a story that needed to be told. "Sometimes we have to look a little harder to find the beauty in things we see every day", said Kuzo. She began to write a simple children's book to highlight some of the attributes of the Lebanon Valley.

"Agriculture is the number one industry in the Lebanon Valley. This book is really an homage to farmers markets, roadside stands, and some of the specialty foods that Lebanon is known for like Lebanon Bologna, Opera Fudge and our rich history and heritage throughout the Valley. We are proud of our agricultural roots; it defines our landscape, our work ethic, and our culture. This book is our simple way to pass on our values and pride for the Lebanon Valley from one generation to the next."

McFalls was the natural artistic choice to create the illustrations for the book. Level 11 was responsible for the design and compilation of the book. Once Copyrights were established, it was off to the printer, and now we anxiously await the arrival of the book, which is essentially a love story about our community.

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The new book, "The Adventures of Lebanon Lilly" will be released early January.. Books will be available at the Visitors Center, adjacent to the Farmers Market at 31 S. 8th Street, Lebanon, and at any of the six Lebanon County Public Libraries, in Palmyra, Annville, Lebanon, Myerstown, Richland and Fredericksburg. The books are available for a donation of \$10 per book with 100% of the proceeds going back to the Lebanon County Public Library Systems.

Visit Lebanon Valley is a Destination Marketing Organization that promotes the Lebanon Valley's unique attractions to visitors and residents alike. Our mission is to spotlight the area's rich culture and heritage. From exploring the expansive outdoors, to well preserved historic architecture and artifacts, to antiquing or enjoying local craft food and beverages, Visit Lebanon Valley highlights the best of the Lebanon Valley.