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**FOR IMMEDIATE RELEASE**

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## **York County Unveils New Website Promoting Local Makers**

*Work continues to encourage local businesses to adopt the brand*

**YORK, PA-** After the release of a unified destination brand for York County in January of 2019, the York County Brand Management Team is proud to unveil a new website aimed at promoting the brand. HavelMadeHere.com features the stories of three local makers: Peter Danko of Peter Danko Designs, Victoria Kageni-Woodard of Gusa by Victoria, and Ethan Greer of Taqueria El Camino.

“This website will be a living document that highlights makers in our county,” said Melissa Beaverson, the destination marketing director for Explore York. “The goal is that this site will grow to a long list of featured Makers and an even longer list of businesses that have adopted and support the county brand.”

This website and video project are part of the overall grant awarded to the county in 2018 for the creation of a cohesive brand. Explore York is now tasked with promoting and expanding the brand throughout the county.

The site is a collaborative effort between York County stakeholders, Visual Impact Group, and Explore York. The artwork, videos, and photos were provided by Visual Impact Group and Bold Creative.

Explore York’s Mission is to maximize tourism expenditures and their economic impact in York County, PA, through comprehensive tourism sales and marketing programs. Explore York’s Vision is for a York County where tourism is recognized for the value of its economic impact and its role in raising the profile of York County as a sought-after destination. For more information on the Explore York, call 1-888-858-9675 or visit [www.yorkpa.org](http://www.yorkpa.org).



*have it made here*<sup>SM</sup>