***MEDIA ALERT***

**Contact:** Karen Eylon, Director

Union County Tourism

(614) 270-3277 (mobile)

(937) 642-6279 (office)

[keylon@unioncounty.org](mailto:keylon@unioncounty.org)

**NATURALLY CRAFTED PASS CELEBRATES FRESH FINDS, CRAFTSMANSHIP, AND HERITAGE**

UNION COUNTY – July 10, 2024 – Back by popular demand! Union County Tourism is excited to reintroduce its Naturally Crafted Pass, highlighting the artistry and talent of local partners. Running throughout the remainder of 2024, this FREE digital, GPS-based pass celebrates and encourages exploration of the region's naturally crafted offerings available at wineries, breweries, eateries, markets, U-Pick experiences, bakeries, and more. Taste your way through Union County as you sample baked goods made with locally sourced ingredients, award-winning wines, craft brews, homemade gelato, farmstand tomatoes, and berries picked straight from the garden!

Pass holders earn points by checking in and/or redeeming discounts at participating locations. These earned points can then be redeemed for prizes such as homemade jam, heirloom popcorn, and pint glasses at Union Station 1820 Welcome Center in Marysville. Additionally, participants can enter monthly gift card drawings and an annual prize basket giveaway.

Point Allocation:

* 200 points for each business check-in
* 100 points for each deal redemption

Point Redemption Options:

* 1,000 points for a naturally crafted gift (jam, popcorn, etc.) \*
* 2,000 points for a naturally crafted pint glass\*
* 200 points per entry for the monthly gift card drawing
* 400 points per entry for the Grand Prize Basket drawing

\*Prize redemption at Union Station 1820 Welcome Center, 109 E. Fifth St., Marysville

The Naturally Crafted Pass currently features 29 stops with more coming online, as we move through the seasons. The complimentary Pass is available at [UnionCountyOH.com](https://www.visitunioncountyohio.org/).

Tim Schacht, owner of Ohio Till Farmstead, appreciates the opportunity that the Pass presents to showcase his popcorn and fresh produce at his new roadside stand. He states, "The pass drives visitors and creates awareness for numerous hidden farmstands and small vendors, enabling the passion of many small-town business owners to be celebrated and shared."

The Naturally Crafted Pass is the second digital gamified experience available in Union County. Visitors and residents may also experience the Covered Bridge Trail, available on [UnionCountyOH.com](https://www.visitunioncountyohio.org/), which celebrates the covered bridges of Union County in an entertaining way with 33 bridge-themed stops.

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*Union County welcomes visitors with its signature blend of Midwest hometown hospitality and naturally crafted experiences. Union County Tourism, a division of the Union County Chamber of Commerce, assists visitors in planning memorable experiences at* [*UnionCountyOH.com*](https://www.visitunioncountyohio.org/)*, with in-person visitor service available at Union Station 1820 Welcome Center and Gift Shop in Uptown Marysville and via* [*Instagram*](https://www.instagram.com/visitmarysvilleunioncounty/) *and* [*Facebook*](https://www.facebook.com/MarysvilleUnionCountyCVB)*.*