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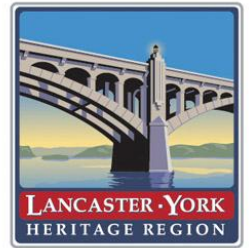
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## **Heritage Region Releases New Agricultural Guide**

### **Discovery Guide Celebrates Local Bounty During Thanksgiving Season**

**Wrightsville, PA** – As we prepare to enjoy the wonderful bounty of the harvest season at Thanksgiving, the Lancaster-York Heritage Region is pleased to announce publication and release of our new *Growing Traditions Discovery Guide*. This free regional guide to local farm products and agricultural heritage includes historic downtown markets, farm markets, roadside stands, country markets, wineries, and other agricultural experiences.

“We are pleased to offer this fully updated guide as we once again celebrate our local harvest,” said Mark Platts, President of the Lancaster-York Heritage Region. “*Growing Traditions* showcases the best of our region’s rich agricultural bounty and helps residents and visitors experience and support our local farm economy first-hand, right in our own backyard.”

First introduced in 2003, the new *Growing Traditions* guide helps strengthen the relationship between farmer and consumer. With increasing gas prices, food scares and healthy lifestyle choices, buying fresh, local food is more important than ever. The guide includes over 150 site listings selected according to specific criteria related to their strong connections to local agriculture, including the sale of produce and other products grown in the region.

The 2008 edition includes a special focus on the region’s five downtown farmers markets, each of which retains its own unique character, traditions and architectural features and remains critical to the vitality in our urban centers. The guide also features “Real Stories of the Land” illustrating the richness of our region’s agricultural heritage and its importance to our local economy. A regional map helps readers discover local bounty as they traverse the roadways of our two counties.

*Growing Traditions* is free of charge and will begin appearing at visitor venues throughout the Lancaster-York Heritage Region over the next few weeks, including:

- The York County Convention & Visitors Bureau’s 55 brochure racks at tourist and information sites throughout York County, including York’s Central Market and the York Expo Centre.
- In Lancaster County at the Pennsylvania Dutch Convention and Visitors Bureau Visitor Center on Greenfield Road east of Lancaster, Strasburg Rail Road on Route 741 in Strasburg, Amish

View Inn & Suites at Plain & Fancy Farm on Old Philadelphia Pike east of Bird-in-Hand, and Susquehanna Valley Visitor Center at the Route 30 exit in Columbia.

- The John & Kathryn Zimmerman Center for Heritage at Historic Pleasant Garden, the Heritage Region's office along the Susquehanna River near Wrightsville, at 1706 Long Level Road.

An updated online version of the guide can also be viewed at [www.growingtraditions.org](http://www.growingtraditions.org) or by visiting the Heritage Region's website at [www.StoriesoftheLand.com](http://www.StoriesoftheLand.com) and clicking on the *Growing Traditions* icon. In addition to information found in the print edition, the online guide provides direct website links for many of the listed sites, providing visitors the opportunity to learn even more.

Publication of the *Growing Traditions Discovery Guide* and complementary website has been made possible with grants from the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation, Heritage Areas Program and the Robert R. Anderson Family Fund of the York County Community Foundation.

The Lancaster-York Heritage Region is a non-profit organization that helps raise awareness and appreciation of the cultural and economic value of the Susquehanna Gateway region, and preserves, enhances and celebrates its most significant heritage assets as economically vital attractions for residents and visitors alike. For more information about our mission and programs please visit [www.StoriesoftheLand.com](http://www.StoriesoftheLand.com).

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