

Goose Day press release

LEWISTOWN – The lore goes that if you eat goose on Sept. 29th, you will ensure wealth and prosperity for the coming year.

There is no better time to secure good luck for the coming year than Goose Day.

Right now, businesses and organizations in the Juniata River Valley are gearing up for this year's local holiday including many local restaurants ordering goose for the menu.

The official list of events, activities, contests, promotions and of course, goose dinners, is released Sept. 1 on the Juniata River Valley Visitors Bureau's website at www.JRVVisitors.com. The 15-page list features something for everyone thanks to the many local businesses who believe in the holiday's ability to draw visitors, boost the local economy, and instill community pride. The visitors' bureau is encouraging everyone to call ahead to any event or restaurant to confirm the details on the list before traveling.

"We publish the activity list almost a month before the celebrations begin so people can do a bit of research and plan their trip in advance. This year, especially, that's a good idea," advises JRVVB executive director, Jenny Landis. "And if you want to be certain to get your lucky goose, call ahead for a reservation."

Each year, the visitors' bureau does something to show their support of the holiday. This year, the staff has organized the Juniata River Valley Museum Day. Museums and historical locations in Mifflin, Juniata and Huntingdon Counties will be open for tours from 9 a.m.-4 p.m. on Sept. 18th. With more than 25 locations on the list, there are plenty of places to explore for the first time including many rarely open sites.

"We are encouraging guests to take advantage of this opportunity to see some of these rare and special historical locations in our area," said Buffie Boyer, marketing assistant for the visitors' bureau. "There is a great distance between most of the museums, so make a plan now where you want to visit."

Returning this year is the commemorative pictorial postmark designed to provide a special souvenir to mark this year's event. The design is a unique philatelic item featuring a goose graphic and the text Lewistown Station, September 29, 2021. If you would like this postmark on your outgoing mail, just stop in the Lewistown Post Office on West Market Street and ask for the special postmark. It will be available only on Wednesday, Sept. 29.

The visitors' bureau is also offering a special Goose Day Postcard package to make the most of this special postmark. Starting on Sept. 1, a pre-stamped postcard, featuring artwork by local artist Jessica Miller, can be purchased at East End Coffee Co., The Crooked Shelf Bookshop, the Mifflintown Farmer's Market (Sept. 11) and online through The Pennsy Station's website www.thepennsystation.com. For \$5 per card, the buyer can fill out the back of the postcard and then return the card to the shop owner. On Goose Day, the postcards will then be taken to the Lewistown Post Office where the postmark will be applied and then the card will be mailed.

"We think this is a pretty exciting idea and a great way to share Goose Day with the world," says Landis. "We know that stamp collectors will love this offer, but we also believe that the public will be interested in this unique souvenir. And with the online ordering option from The Pennsy Station, we can help family members in other states connect over our local holiday."

Returning this year is the Goose Day 5K Run, the Goose Day Road Rally and Goose Day Pumpkin Festival. New this year, is Goose Day Family Night at the Lumina Center, Museum Day, Goose Day Pop-Up Vendor event, Silly Goose Black Light Paint & Sip, and Happy Hour at Brookmere Winery. Details for all events can be found on The List.

On Sept. 1, the official list of events, sales, promotions and roast goose dinners is released by the visitors bureau on its website at www.JRVVisitors.com and social media channels. Hardcopies of The List will be available at the Visitors Center in the Historic Courthouse, 1 W. Market St., Lewistown, during office hours and by calling the office at (717) 248-6713. Ongoing details about Goose Day can be found on the Goose Day in the Juniata River Valley Facebook page.