

HED- Find your lucky bird in the Juniata River Valley

SUB- Drone light show to take holiday to new heights

LEWISTOWN – Legend has it that if you eat goose on Sept. 29th, you will ensure wealth and prosperity for the coming year.

Lock in your luck by visiting the Juniata River Valley this September for the annual Goose Day celebration.

What exactly is Goose Day?

It all started in 1786 when a young Englishman named Archibald Hunter settled his account on Sept. 29 with his landlord, a Pennsylvania Dutchman named Andrew Pontius. Hunter had his accounts under one arm and a goose under his other arm. Looking confused, Pontius learned that in England, eating goose on St. Michaelmas Day (Sept. 29), would bring good luck.

Generations of people in the Juniata River Valley have observed this long-standing holiday by dining on goose, thus ensuring wealth and prosperity for the coming year. In recent years, a wide variety of events and activities have increased all over the two-county region to make the holiday a great reason to visit the Juniata River Valley this fall.

Goose Day List release

“This year, Goose Day falls not only on a Friday, but it’s also an away game for Penn State football,” said Jenny Landis, executive director of the Juniata River Valley Visitors Bureau. “We’re inviting everyone to come for the goose and stay for the weekend!”

The official list of events and goose dinners is released Sept. 1st on the Juniata River Valley Visitors Bureau’s website at www.JRVVisitors.com. The 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 restaurant to reserve their goose meal for September 29 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,” advises Landis. “And if you want to be certain to get your lucky goose, call ahead for a reservation.”

Begin your adventure

The visitors bureau has noticed a growing amount of visitors each year who want to learn more about the holiday. This year, the bureau is encouraging guests to stop first at the Historic Courthouse in downtown Lewistown on Goose Day for some activities and guidance. The staff will have a prepared list of events and activities happening elsewhere that day to hand out to visitors.

“At the visitors bureau office we will have some photo opportunities with our ‘Goose Lightning’ themed photo shoot, our 20’ tall Mr. Wiggles, and Goldie the Goose,” said Buffie Boyer, communications director for JRVVB. “You can also start taking selfies with the many Wild Geese art sculptures surrounding Monument Square.”

New this year

The Goose Day Drone Show will light up the sky as 200 drones will fly near Mifflin County Middle School in Lewistown while creating fun 3-D images.

Also new this year, Lucky Friday in downtown Lewistown will have various live music acts spread around the downtown, plus food trucks, vendors, and goosie activities will be held from 5-9 p.m. on Goose Day.

Want your own Goose Day merchandise? The Goose Day online store, getgoosed.store, was launched on Aug. 5th by the visitors bureau. Items include stickers, pins, pencils, cards, notebooks, and feather pens. All items are shipped free to all points in the United States.

Returning this year

For 45 years, the Goose Day 5K and the Goose Day Road Rally continue to be fan favorites with many individuals signing up to take part in one or both events. Runners can register for the race at jvstriders.com and teams can find registration information about the rally on the Facebook event page.

The fourth annual Goose Day postcard features a twist with a “color your own” design. This year’s postcard was designed by artist Julie Rigatti of Lewistown and may be purchased at East End Coffee Co. (both locations), Friendship Bookstore, The Crooked Shelf Bookshop, and the Juniata River Valley Visitors Bureau. Anyone purchasing a postcard and following the posted directions will receive the official Goose Day postmark on the 29th at the Lewistown Post Office.

For more events, review the official list starting Sept. 1st at www.jrvvisitors.com.

Where to get your lucky bird

Get your lucky meal at many restaurants in Mifflin and Juniata counties. From traditional roast goose dinners to goose stew, goose poutine to goose pizza, visitors won’t have trouble finding a delicious meal.

To find out who’s serving goose or to reserve before traveling, refer to the official list.

For any restaurant wanting to serve goose this year, an ordering link has been set up by Jason Ufema of Shy Bear Brewing to order goose from Schiltz Foods. To order, visit <https://form.jotform.com/232214087894057>

Wild Geese: Flock Together

The Wild Geese: Public Art Project includes more than 30 five-foot-tall fiberglass goose sculptures painted by professional local artists. As this project, coordinated by Community Partnerships, continues to grow, the online Goose Tracker is updated as quickly as possible. Find it at <https://jrvvisitors.com/wild-geese-tracker/>. A QR code has been placed on each goose to help visitors navigate to all 33 geese.

For more Goose Day information, call (717) 248-6713, ybinfo@juniatarivervalley.org, visit www.jrvvisitors.com or stop by 1 W. Market St., Lewistown. Ongoing details about Goose Day can be found on the “Goose Day in the Juniata River Valley” Facebook page.

First of its kind drone show coming to Goose Day

LEWISTOWN- Keep your eyes glued to the sky come Goose Day night.

Usually seen in larger cities, the Juniata River Valley Visitors Bureau is excited to host a drone light show in Central Pennsylvania.

The fully customized drone show will feature 200 illuminated, synchronized, and choreographed drones that fly into various aerial formations including many custom Goose Day designs.

Firefly Drone Shows, who are licensed by the FAA and based in Michigan, will be traveling to the Juniata River Valley to put on a show that will illuminate the audience's imagination and take Goose Day to new heights," said Jenny Landis, executive director of the visitors bureau. "We are hoping the show will draw in visitors from across the state and Mid-Atlantic."

The drone show will follow this year's new Lucky Friday event in downtown Lewistown at 9:30 p.m. from the field near the corner of Green Avenue and Kishacoquillas Street. This area will be blocked off from the public starting Friday afternoon. This portion of Green Avenue will be closed only during the show. Viewing areas include Rec Park, Mifflin County Middle School, and downtown Lewistown parking lots.