

Centuries of Goose, Generations of Luck

Celebrate from September 26–29 in the Juniata River Valley

LEWISTOWN – For more than two centuries, Goose Day has brought luck, laughter, and plenty of goose to the Juniata River Valley—and this year’s celebration promises to be bigger, quirkier, and goose-ier than ever. From September 26–29, the region will be bursting with traditions old and new, proving once again why this one-of-a-kind holiday is worth flocking to.

“We love celebrating the traditions that have made Goose Day special for generations, but we also can’t resist celebrating new ways for people to join the fun,” said Jenny Landis, executive director of the Juniata River Valley Visitors Bureau. “This year’s mix of classic and goosier events promises to make this year’s celebration the goosiest one yet.”

Here’s what’s new this year:

- **Stars & Stripes Cornhole Goose Day Tournament** – Bags, boards, bragging rights, and cash prizes.
- **Two Liberty Bell Unveilings** – Adding history and heritage to the mix.
- **American250PA’s Countdown to 250: Mobile Experiential Unit** – An interactive stop that brings America’s story to life.
- **Make & Take Classes** – Create your own Goose Day keepsakes: a stained-glass goose at Moon Dragon, a flower crown with Asters at Juniata River Commons, or goose-themed paint kits at The Busy Brush.
- **Lucky Friday Street Festival Goes Late** – Grab a spot in Monument Square, listen to live music, and watch the Drone Light Show light up the night sky. A few food trucks are sticking around late too, so you can snack while you watch the show.
- **Porch Goose Costume Contest at Zion Hair Salon** – Dress up your decorative porch goose, enter the contest, and let the public vote for their favorite.
- **New Photo Op: A Goosemas Story** – A holiday spoof you won’t want to miss! Pose with the goose in a pink bunny suit alongside whimsical props like a goose-leg lamp, a Red Ryder BB gun, and the infamous “Fra-gee-lay” box.

Of course, Goose Day wouldn’t be complete without returning favorites:

- **Goose Day Road Rally** and **Goose Day 5K** keep the tradition moving.
- **Drone Light Show** – Watch 300 drones light up the sky with goosey images.

- **The Feathered Frolic Mobile Passport** – Find all 12 Wild Geese statues, check in, and earn points towards a prize.

And don't forget the food! This year, 12 locations will serve roast goose dinners (reserve early!), along with creative twists like goose pizza, goose soup, goose tacos, goose poutine, goose crepes, and goose confit.

Shoppers can flock to the GetGoosed.Store for fresh finds, including customized M&Ms and squishy goose toys. The Deck the Downtown group will be selling Goose Day postcards as a fundraiser during Lewistown First Friday and Lucky Friday, and collectors can snag the commemorative Goose Day pictorial postcard at the Lewistown Post Office on Sept. 29. And as always, the first baby born on Goose Day at Geisinger Lewistown Hospital will be wrapped in good fortune—along with a handmade afghan by local artisan Kim Rickert.

With centuries of history, a dash of quirk, and a whole lot of community spirit, Goose Day continues to bring generations together in the Juniata River Valley. Still wondering what Goose Day is. Read the Goose Day Legend flyer here, <https://jrvvisitors.com/goose-day/>

Mark your calendars, grab your flock, and get ready to celebrate Goose Day, September 26–29. Luck—and goose—is waiting for you!

For more details and a full schedule of events, visit gooseday.fun.