

Centuries of Goose, Generations of Luck

Celebrate from September 25–29 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 goosier than ever. From September 25–29, the region will be bursting with traditions old and new, proving once again why this one-of-a-kind holiday is worth flocking to. In honor of America’s 250th birthday, this year’s festivities will take on a patriotic flair, blending red, white, and blue pride with the area’s beloved Goose Day traditions for a celebration that’s as spirited as it is uniquely local.

“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.”

In recognition of America’s 250th birthday, a festive new highlight – a Goose Day Parade, is being introduced to this year’s lineup of activities. This year’s parade theme, “Red, White & Goose,” brings an additional patriotic event to the year-long celebration.

“Goose Day is a tradition that is special to our community, and the ‘Red, White and Goose Day Parade’ gives us a chance to celebrate our Nation’s 250th anniversary while also honoring a tradition that has been part of Mifflin County for generations,” said Kevin Kodish, Mifflin County Commissioner and JRVVB Board President.

The parade will step off on the official holiday, September 29, at 6:30 p.m. in downtown Lewistown, bringing the streets to life with festive floats, community spirits, and plenty of goose-themed fun. For a parade application, visit gooseday.fun.

In addition to the parade, two other America250-themed activities will be added to the celebration. This year’s featured goose, Goose Washington, will be making special appearances, offering photo opportunities during Lewistown First Friday on September 4 and Lucky Friday on September 25. A Flat Goose Washington activity has also been introduced, inviting participants to take the free download of Flat Goose Washington to their favorite locations, snap a photo, and share it on social media by tagging the Goose Day Facebook page—spreading Goose Day spirit near and far.

Here’s also what’s new this year:

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- The biggest goose ever seen in the Juniata River Valley will be on display at One-Stop Communications on East Market Street in downtown Lewistown. Selfies with the goose are a must!
- Two penny presses that include Goose Day-themed embossed designs. Machines are located at the JRVVB office and The Square Café & Bakery, both on Market Street in Lewistown.
- On Goose Day, Shy Bear is bringing the Stable Shakers “Do the Dead” harmony laden interpretation of a Grateful Dead tribute. At this ticketed event, guests can also eat your lucky goose.
- Goose Day is getting its own book series by Jennifer Bright. “The Goose Day Adventure” is a coloring and activity book and “The Goose Day Adventure Rewards: is a pocket-sized rewards book filled with special offers. Books will be available at local stores and on Bookshop.org and Amazon.com.
- Craft seasonal outfits or personalize your own porch goose with Painting Parties by Judy.
- Joining the celebration with new events includes 4th & Market, Brookline Retirement Village, The Scope & Binocular Shoppe, and Grace United Methodist Church.

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 goose-themed images.

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 poutine, BBQ goose parfaits, and goose confit.

Shoppers can flock to GetGoosed.Store for fresh finds, including customized squishy goose toys, penny bandz, magnets, and enamel pins. Many local retailers are also offering Goose Day merchandise including shirts, earrings, ornaments and more.

The 2026 Goose Day postcards will be available at the visitors bureau office and the commemorative Goose Day pictorial postcard will be 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 blanket and goose toy by local artisan Betsy Cox

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 25–29. Luck—and goose—is waiting for you!

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

Photo captions:

Rebecca Conner Miller, left, and Christina Kensinger, of Brushes & Besties, take a break from painting the front windows of the Historic Courthouse in downtown Lewistown for the upcoming Goose Day celebration.

Ashley Yoder throws bracelets from the Goose Day float to parade goers at the Mifflin County America 250 Parade in Allensville in July.