

For Immediate Release

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**Butler County Tourism & Convention Bureau Creates the
Butler Agritour Product Alliance**

PITTSBURGH...The Butler County Tourism & Convention Bureau has been awarded a state-funded project for the promotion of agritourism in the county.

A grant of \$140,000 from the Pennsylvania Department of Community & Economic Development, Center for Business Financing – Grants Division, has been made available to provide funding for market and competitive research, feasibility research, analysis, and strategic development of the Butler Brand, a label that calls attention to the many agricultural products created and produced in Butler County.

The Brand will be managed by the Butler Agritour Product Alliance, a group of growers, processors, and others who will volunteer their time to supervise Brand use and membership guidelines. The program's goal is to increase the awareness of, and demand for, locally grown and produced Butler County products that will lead to an increasing number of agritourism visits into Butler County.

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