



Lehigh Valley's Quality of Life, Branding Promoted by LVEDC at Musikfest

By Paul Muschick

LEHIGH VALLEY - The Lehigh Valley Economic Development Corporation (LVEDC) is returning to the Musikfest lineup this year with a selfie station, mug charms, and other giveaways designed to celebrate what makes the Lehigh Valley a standout place to live and work.

Located at SteelStacks in south Bethlehem, LVEDC's booth will be open from 4-9 p.m. Aug. 1 and noon to 9 p.m. Aug. 2. LVEDC staff will be on hand to answer questions about the Lehigh Valley.

The selfie station will feature a map where guests can point to their favorite Lehigh Valley destinations and post on social media. There will also be plenty of free Lehigh Valley-branded swag featuring a logo launched in partnership with Discover Lehigh Valley®.

Among the items distributed will be "Made in the Lehigh Valley" charms designed to fit on Musikfest mugs but versatile enough to adorn purses and backpacks, too. There will also be Made in the Lehigh Valley temporary tattoos and stickers, and a limited number of cooling towels and cooling fans branded with Lehigh Valley, Pennsylvania.

Musikfest, presented by the nonprofit ArtsQuest, was started in 1984 to help with the revitalization of Bethlehem's Main Street. Last year, it attracted more than 1 million people from at least 48 states and 9 countries. The festival features 500 free performances over 10 days at 15 stages, along with paid concerts at a 16th stage.

LVEDC's booth at Musikfest is part of a larger initiative to raise brand awareness of the Lehigh Valley, one of the fastest-growing regions in Pennsylvania and the Northeast U.S., and one of the top mid-sized regions nationwide for economic development.

The region's quality of life is critical in marketing the region to attract the talent that businesses need to grow and thrive.

Companies want to locate in vibrant communities with quality housing and schools, and plenty of cultural and entertainment options for their employees. Employees who find their communities to be engaging and interesting are more likely to put down roots and stay, which helps companies maintain their workforce.

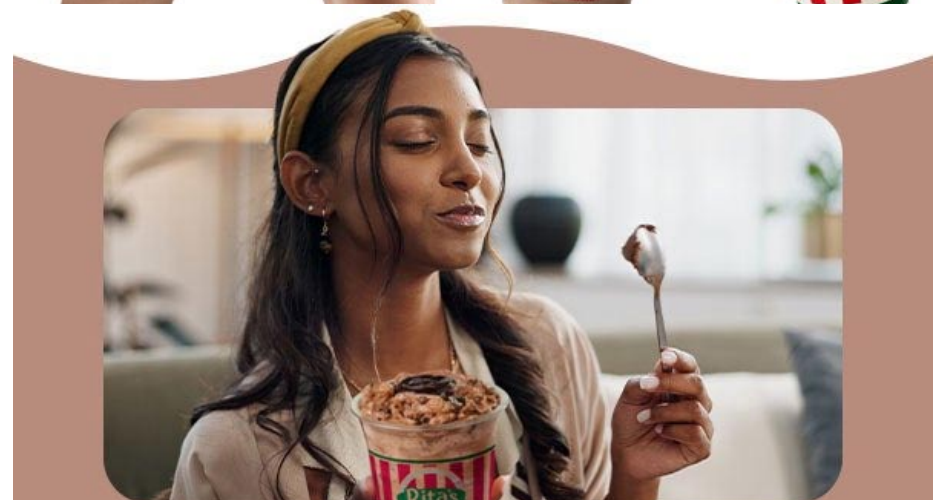
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