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MEDIA RELEASE

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THE WV HONEY TRAIL IS YOUR TICKET TO SUPPORTING LOCAL BEEKEEPERS AND BUSINESSES

MORGANTOWN, W.V.A. (SEPTEMBER 5, 2023) – The Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB), in collaboration with the Monongalia County Beekeepers Association and the West Virginia Department of Agriculture, is proud to announce the launch of the West Virginia Honey Trail.

The trail provides an interactive journey for locals and visitors to connect with our state's beekeepers and local honey distributors. The primary goal of the West Virginia Honey Trail is to foster sustainability and community engagement, connecting our local pollinators and businesses with the general public.

"The honey industry is one piece of our toolkit that sets our destination apart from others," said Maggie Parsons, Agritourism Marketing Specialist at the West Virginia Department of Agriculture "Through this collaboration, we get to celebrate the wonders of local honey and give well-deserved recognition to the pollinators that sustain the industry."

Taking part in this adventure is easy. Users can access a prebuilt itinerary using the Visit Mountaineer Country Trip Planner App, available on the Apple App Store and Google Play Store. Through the app, participants can customize their plans and discover an array of honey stops and related activities. From historical sites to flower farms and local markets, each stop along the trail offers a unique experience that goes beyond honey tasting.

"We continue to work with our local partners to champion projects that tell our destination's story," said Kathryn Carter, destination development coordinator for the VMCCVB. "The trail sets participants up to learn about and indulge in the finest and purest local honey that the Mountain State has to offer. From wildflower honey to buckwheat honey, each stop promises diverse flavors of the region."

The West Virginia Honey Trail invites everyone to come and be a part of this extraordinary adventure that contributes to the growth of our local economy. Go to [VisitMountaineerCountry.com/ West-Virginia-Honey-Trail](https://VisitMountaineerCountry.com/West-Virginia-Honey-Trail) for more information.

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About: The Visit Mountaineer Country CVB strives to increase the tourism economy by marketing and selling the destination to our guests by "wowing" them and encouraging them to stay one more night and spend one more dollar.