



You are cordially invited to the

Greenway Ambassador Launch

Wednesday, September 18 4:30-6:30 pm

On the lawn, ESSA Bank & Trust

Palmer Street, Stroudsburg

Free! Refreshments provided!

The Greenway Ambassador Program

is a new public-private partnership boosting the local economy by promoting the unique natural charms of the Stroud Region

Unifying the common goals of commerce, cultural organizations and recreational attractions, **Greenway Ambassadors** ESSA

Such a pride in both the place and how we sell our place to the world prompts residents and guest to share experiences, encourages visitors to stay and return, triggers invaluable word-of-mouth advertising, and ultimately produces a true sustainable economy.

"Create a society to match our scenery."

Historian Wallace Stenger

As the central unifying feature of our place, the Stroud Greenway is a scenic corridor centered on the Brodhead, McMichael and

Pocono Creeks. Connecting dozens of public parks, walking and biking trails, and recreational and cultural facilities throughout urban districts, suburban neighborhoods and rural areas, the Greenway incorporates the diverse economic, environmental and social assets vital to enhancing our regional quality of life.

We have the place. We have the potential. Together, Greenway Ambassadors work to make our businesses more competitive, our attractions more compelling, and our neighborhoods more livable.

Becoming a Greenway Ambassador

There are no membership fees or associated costs! Businesses, municipalities and cultural institutions simply choose to align themselves with the ***Greenway Ambassadors*** program.

How to be a Greenway Ambassador

Prominently displaying a distinctive decal or poster, ***Greenway Ambassadors*** distribute Stroud Greenway information in their places of business promoting walking and biking routes, recreational and cultural amenities, and other place-based business services and attractions. Such a profile-raising service helps attract and engage new customers and clients.

And there's more! Come to the ***Greenway Ambassador Launch*** to discover additional efforts to enhance the livability for all! Forward this invitation to your friends and all your favored places of business!