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**Discover Lehigh Valley Uses Online Video to Reach Visitors**

*Multiple video series bring Lehigh Valley’s events and attractions to life*

**LEHIGH VALLEY, Pa.** (June 12, 2014) – If pictures say a thousand words, what do multiple web video series say? Discover Lehigh Valley is finding that out through a variety of video series that appear online and on RCN and Service Electric Cable TV

“Short video has quickly become a great way to not only tell, but also show people what makes Lehigh Valley great,” Discover Lehigh Valley Executive Vice President, Kim Lilly, said. “We’re able to only take a few minutes of your time to let you know the places to go, food to eat, and events to attend.”

Discover Lehigh Valley’s current video series, which can all be viewed by visiting [www.YouTube.com/DSCVRLehighValley](http://www.YouTube.com/DSCVRLehighValley), include:

* [**Lehigh Valley Visions**](https://www.youtube.com/watch?v=2wA4E_3vRNg&list=PLI_YtUUdtTwrxdkGt2XvhCY_VRfAroRQw): Discover Lehigh Valley’s flagship video series, with dozens of episodes, features local attractions and events such as Dutch Springs, The Great Allentown Fair, downtown Bethlehem, The Crayola Experience™ and many more! See what makes each of these stops special in these four-to-seven minute videos.
* [**DISHcover Lehigh Valley**](https://www.youtube.com/playlist?list=PLI_YtUUdtTwq8yCDHAS5wZyE1Vdu9Fg3W)**:** Watch as we visit Lehigh Valley restaurants and go behind-the-scenes with restaurant owners and top chefs. These videos can also sometimes result in a cook off between our Vice President, Kim Lilly (a graduate of the Culinary Institute of America) and the chefs in charge.
* [**Live Like a Local**](https://www.youtube.com/playlist?list=PLI_YtUUdtTwr8vt86ZUCt0qqXxK7VLDFK): Want a quick fix? Our “Live Like a Local” series takes you to some smaller Lehigh Valley businesses and events and gets down and dirty with what it’s like to attend them as a resident. Come with us to a local meadery or experience what it’s like to hop from restaurant to restaurant in downtown Easton, all with our Communications Manager, George Wacker, as your guide.
* [**Pet Friendly Travel Accommodations and Attractions**](https://www.youtube.com/watch?v=rcvwZZWHlug&list=PLI_YtUUdtTwrS7g5a61xNVd_uQg6i5wB0)**:** Many people travel with their pets, but it can be difficult to know exactly which hotels or areas cater to pets, or are even a little bit pet friendly. This video series shows you where you can stay with your pet, such as Historic Hotel Bethlehem, or where you can take your pet, including a variety of Lehigh Valley parks.

Some of these video series episodes also appear on Discover Lehigh Valley TV, on channel 189 for both RCN and Service Electric Cable Television.

Discover Lehigh Valley’s video series update regularly, so be sure to check in on their Facebook, Twitter, and YouTube accounts to see all the great new content.

**About Discover Lehigh Valley**

Discover Lehigh Valley is the designated destination marketing organization (DMO) of Lehigh and Northampton counties. Its mission is to promote and develop Lehigh Valley as a leisure and business travel destination. Created in 1984, Discover Lehigh Valley assists in promoting regional tourism, an industry that generates $1.857 billion in annual revenue and accounts for more than 22,000 jobs in Lehigh Valley. For more information on Discover Lehigh Valley and its activities or to request a Lehigh Valley Official Visitors Guide, call (800) MEET-HERE, or visit the official tourism website of Lehigh Valley at DiscoverLehighValley.com.

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