



# PIKE COUNTY OFFICE OF COMMUNITY PLANNING

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**FOR IMMEDIATE RELEASE** at September 5, 2012 Commissioners Meeting  
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## Pike County Unveils "Greetings From Pike County" (Natural Resource Brochure)

The Pike County Office of Community Planning, in collaboration with the Pike County Commissioners and the Pike County Marcellus Shale Task Force Economic Development and Tourism Committee have announced the release of "Greetings From Pike County," a promotional brochure that highlights Pike County's high quality natural resources.

Need for a brochure to promote Pike County's natural resources arose from a recommendation by the Pike County Marcellus Shale Task Force Economic Development and Tourism Committee to respond to the negative perceptions held of the natural gas exploration activities in northeast Pennsylvania, and how these activities have affected Pike County. The Pike County Marcellus Shale Task Force Economic Development and Tourism Committee and the Pike County Planning Office have heard from prospective visitors, homebuyers and businesses who were reconsidering their plans because of the negative publicity, contrary to the actual situation regarding natural gas exploration in Pike County. Negative attention to the quality of life in northeast Pennsylvania from national media coverage has also been of concern to existing residents, businesses, and local officials. Pike County has yet to host any drilling activity. The Pike County Planning Office and the Pike County Marcellus Shale Task Force Economic Development and Tourism Committee have responded by promoting Pike County's most important natural resources.

The brochure focuses on Pike County's natural assets, and the County's commitment to responsible land stewardship. The brochure's tagline, "Greetings From Pike County," and its nostalgic design, seek to assure residents and visitors of Pike County's pristine natural resources. To continue to promote Pike County's high quality of living, the brochure includes a contact page with area visitors' bureaus, chambers of commerce and County agencies for visitors to find out about up-to-date news, activities, and events taking place in Pike County. Links to local social media pages are also included on the contact list, as potential visitors, homebuyers and businesses not familiar with the area may look to the internet. Most of Pike County's tourism, business, and economic development bodies already have a website and a social media presence on Facebook or Twitter. These contacts allow those interested in Pike County to learn more about what is happening in the area.

Gas development of the Marcellus and Utica shales are currently on hold in the Delaware River Basin, which includes Pike County, until the Delaware River Basin Commission passes regulations that can responsibly manage water use. Once the DRBC issues these regulations and natural gas development becomes a possibility in Pike County, the Pike County Commissioners want residents and visitors to know that they will make every attempt to balance development with the continued protection and conservation of our exceptional water resources.

A grant from the Upper Delaware Council's Technical Assistance Grant (TAG) program helped to fund the design and production of this brochure.

The brochure is being released to area businesses to help answer any questions or concerns that people may have on what is currently taking place here in Pike County. Requests for brochures and other questions may be directed to Nicholas Dickerson, Community and Natural Resource Planner with the Pike County Office of Community Planning at (570) 296-3500.