



*A Resource for Businesses along the Great Allegheny Passage*

The Progress Fund • 425 West Pittsburgh Street • Greensburg, PA 15601  
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FOR IMMEDIATE RELEASE

## **Trail Town Program® Expands to Allegheny County** *Kick Off Event Planned for March 19<sup>th</sup>*

Greensburg, PA - The Trail Town Program® is hosting a kickoff event on **Wednesday, March 19th** from **6:00-7:30PM** at the **[Bulgarian – Macedonian National Educational & Cultural Center](#)** (449-451 West 8<sup>th</sup> Avenue, West Homestead, PA 15120) for its expansion into Allegheny County. This event, co-sponsored by the **[Steel Valley Enterprise Zone](#)**, is an opportunity to learn more about the Trail Town Program® and the Great Allegheny Passage. Attendees will meet with trail groups, business owners, and other tourism advocates.

Since 2007, **[The Progress Fund](#)**'s Trail Town Program® has been working to revitalize communities along the Great Allegheny Passage in the Laurel Highlands and Mountain Maryland. As more trail users visited and more trail was completed so did the interest to expand to new communities. Early discussions with community members in Allegheny County have shown growing efforts to become more trail friendly tourism destinations.

In 2014, **[Trail Town Program®](#)** will be expanding to four new communities in Allegheny County: Boston, McKeesport, Homestead area, and the South Side. Trail Town Program® staff will bring its six services to these communities to help grow trail tourism and revitalization efforts. These six services include: Business Assistance and Development, Marketing, Economic Research, Community Connection Projects, Real Estate, and Small Business Loans.

This regional program will provide communities and businesses with the tools to capture visitors from across the world visiting the **[Great Allegheny Passage](#)**. Later this Spring, communities will go through a Trail Town Assessment to address issues and opportunities related to safety and access, business and amenity needs, design, and more.

In addition to the Great Allegheny Passage, other Trail Town communities will be established in new trail corridors including the Erie to Pittsburgh Trail, Montour Trail, Sheepskin Trail, and Trans-Allegheny Trail System.

To learn more about the Trail Town Program® or to RSVP to the event, please contact: William Prince, Program Manager

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The Progress Fund is a vigorous non-profit loan fund that creates jobs and improves communities by providing entrepreneurial coaching and capital to small businesses in the travel & tourism industry. The Progress Fund serves 40 counties of Pennsylvania, the State of West Virginia, Western Maryland, and Appalachian Ohio. The Progress Fund was founded in 1997, and has made 428 loans totaling more than \$50.5 million to 261 enterprises, creating or preserving more than 3,170 jobs. The Progress Fund is an Equal Opportunity Lender.

The Steel Valley Enterprise Zone Corporation is the economic development organization for the Boroughs of Homestead, West Homestead and Munhall and a portion of the 31st Ward of the City of Pittsburgh. Attractive financial incentives are available in this State-designated Enterprise Zone. For information go to [www.svez.org](http://www.svez.org).