**STICK TO LOCAL – 23 Main Street, Accord, NY 12404 – Stick2local.com – 646-242-6464**

FOR IMMEDIATE RELEASE:

Accord, 5/15/18: The 2018 Stick to Local Adventure Map Celebrates Its Fifth Year and Features New Farms, Cultural Activities, Hidden Treasures, and Amazing Prizes

The 2018 Stick to Local adventure map of the Rondout Valley, celebrating its fifth year, is evolving into a more detailed and exciting map full of pictures, stickers, an array of cultural sites, places of interest and prizes! They’re having a launch party on Friday, May 25, from 5:00 - 7:30 pm at Arrowood Farms Brewery in Accord. There will be delicious local food snacks, a bubble tea bar for kids by the Den of Marbletown and Arrowood’s award winning farm-brewed beer for adults (cash bar). All-ages welcome. There will be live music by Creek Iversen’s Tinhorn Calico Farm Band with Sarah Underhill and Ben Bath, dancing by everyone. And you’ll see the new map!

Rondout Valley food and artisanal businesses are hot, but even the most enthusiastic locavores often miss our secret, hidden, and new-this-year treasures. Now Stick to Local has done all the research for you, and created a treasure hunt with the finds. Thirty-seven locations are giving out free art stickers, all within an hour-or-less drive--and many within a bike ride--of one another, all mapped out for easy access.

The Stick to Local Adventure Map is a vintage-style folding map and is available free at hundreds shops in the area, participating farms, organizations, highway rest stops, and the New York Greenmarket. Tour a location; collect a free sticker; stick it on the corresponding space on the map, and then collect the rewards. The details of the map, the colorful imagery and stickers tell the story of our vibrant, beautiful valley nestled between the Gunks and the Catskills. Collect 10 stickers and you get a Stick to Local Farms Cookbook and guest passes to Homegrown Mini-Golf at Kelder’s Farm, 25 stickers wins a market bag of farm goodies, local treats and gift certificates. Collect all 37 stickers and receive this year’s limited edition silver Zephyr sticker and a chance to win a small-pool random drawing for a weekend for four at Pine Ridge Dude Ranch.

The Stick to Local Adventure Map is an interactive art project created by Accord artist and author Maria Reidelbach, reflecting the collective effort of over 60 independent Rondout Valley farms and businesses, including: Ulster County Tourism, the Rondout Valley Growers Association, Mohonk Preserve, Ulster Savings Bank, and Ellenville Regional Hospital. It is part of a nation-wide grass-roots movement to support local agriculture, businesses and culture. Stickers introduced this year include Damn Good Honey Farm in Kerhonkson and the new A.J. Williams-Myers African Roots Center in Kingston.

Arrowood Farms Brewery is at 236 Lower Whitfield Road in Accord.

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CONTACT: For more information or to schedule an interview with Maria Reidelbach or project participants, email maria@stick2local.com or call 646-242-6464.