



FOR IMMEDIATE RELEASE

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October tradition continues with the 2011 Pike County Fall Color Drive

SEPTEMBER 26, 2011, PITTSFIELD, IL - With the third full weekend in October comes one of the most exciting and important events in Pike County - the Pike County Fall Color Drive. October 15th and 16th mark the 23rd anniversary of the Color Drive. Begun as a way to promote local crafters, artisans, and communities within Pike County by attracting visitors to the county during the peak fall foliage time, the Color Drive has grown dramatically.

The Pike County Fall Color Drive is the only countywide event held annually. Area residents support participating communities by displaying their crafts, providing food services, and volunteering their time to assist with the event. Besides our spectacular fall scenery, Pike County also has a rich Lincoln and Civil War history attracting history buffs as well.

The Pike County Chamber of Commerce is the sponsoring organization of the Pike County Color Drive. The Chamber's Executive Director, Kaye Iftner serves on the Executive Team, along with co-chairs Peggy Hill and Marilyn Hyde, Treasurer Lois Pennock, and Secretary Sue Gleckler. These officers were selected by members of the county-wide committee of participating community representatives.

Over 20 communities participate in the Pike County Color Drive each year. Each official stop has a site manager who handles the details of the stop's activities and manages the site's vendors. These site managers serve on the county-wide committee, which has been meeting since last year's event to discuss issues and opportunities and share information. This county-wide cooperation has been one of the keys to the event's growth and success.

The Color Drive is funded by contributions from the towns and village governments, as well as vendor fees and business donations. The contributions and fees are used to print the Color Drive map/brochure and fund advertising and promotion to bring people in to visit from outside of Pike County.

The Pike County Fall Color Drive has an informational website (www.pikecolordrive.com), which has been updated to include the activities in each participating community. A new map/brochure is in production and will be available next week. For general information call the Chamber office at 217-285-2971. Site Managers are listed on the Color Drive web site.