



For Immediate Release

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PRESS RELEASE

Guilderland Chamber Announces “Four Seasons of Guilderland” Tourism Initiative

*Local Guilderland Businesses Invited for Inclusion in Town Passport
Kick off Event at Jacob & Anthony’s May 22nd*

(Guilderland, N.Y.) – The [Guilderland Chamber of Commerce](#) announced their *Four Seasons of Guilderland* tourism initiative to highlight all that there is to do in the Town of Guilderland and surrounding hilltowns, Thursday morning at the Guilderland State of the Town address held at The Funny Bone in Guilderland. This was made possible through the American Rescue Plan Act grant funding from Albany County, which was [announced](#) last October. These funds are specifically designated for the promotion of arts, culture, and tourism.

The Chamber will host four events within each season that promote different highlights of the town and hilltowns. The plan is to host a Bikes, Burgers, and Beverage event on July 18th, to help compliment the Guilderland Restaurant Week which runs from July 15 through 21, a Brewery & Winery Tour in the fall, a soup, chowder, and chili cook-off in the winter called, The Heat is On, and a spring event that is still being coordinated.

Throughout the whole year, natives and visitors to the town will be able to utilize a specially developed Passport Map to highlight some of the amazing tourism spots throughout the area. Included in the Passport Map will be opportunities for local businesses to list their information as an advertisement. The Town of Guilderland boasts a rich landscape of farms, wineries, and breweries, each contributing uniquely to the region's agricultural and culinary tapestry. And each of these locations will have a spot on the passport to provide a stamp, signifying the tourist's visit, and provides an opportunity to win raffle prizes at the spring event.

Passports will be handed out at the **Four Seasons of Guilderland kick off event scheduled for May 22, 2024 from 4:30 p.m. to 6:30 p.m.** at Jacob & Anthony’s in Stuyvesant Plaza. Passports will also be available at the Guilderland Chamber of Commerce’s office located at 300 Great Oaks Blvd Suite 300, Albany, inside Hone Coworks, during normal business hours.

“This Passport Map and Four Seasons of Guilderland initiative will enable Guilderland to leverage its diverse offerings to create an immersive and enriching experience for visitors,” said Sandra Dollard, Executive Director, Guilderland Chamber of Commerce. “By showcasing our wineries, breweries, farms, restaurants, and unique shops and small businesses as key destinations through the passport, the town and visitors can encourage tourists to explore the region’s natural beauty, engage with local producers, and support tourism in the Town. We’re very excited to announce the Four Seasons of Guilderland and encourage everyone to pick up their passport on May 22nd.”

Guilderland Chamber members may purchase an ad in the Passport Map for \$50, and nonmembers may be included for \$75. Tourist attractions highlighted on the map are also eligible to purchase ad space. Each advertisement will be the same size and will surround the map that highlights each of the tourist locations. There will be additional space on the back page of the Passport as well. Priority placement will be on a first come, first serve basis. **The deadline for businesses to place an ad is April 12th.** Interested parties may do so by contacting Sandra Dollard at her [email](#) or phone, 518-456-6611.

For more information on the Guilderland Chamber of Commerce, visit <https://guilderlandchamber.com/>.

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About the Guilderland Chamber of Commerce. Founded in 1972, the Guilderland Chamber of Commerce is dedicated to strengthening member businesses and community involvement in order to stimulate growth and a positive town image within our local economy.