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Together "WE ARE" Better.

PRESENTED BY: **RISE ABOVE**



NEWS
The Torch Is Now Theirs – And They're Carrying It Boldly

In a time when college athletics are shifting rapidly—more professional than amateur, more transactional than transformational – it's easy to forget the foundations that once made college sports a proving ground not just for talent, but for character.

It's easy, that is, unless you're Sue Paterno or Dana Dokmanovich Harris.

[READ MORE](#)



Photo: Centre Daily Times

PENN STATE
The Game Behind the Game: What Every Local Needs to Know About Penn State Football in 2025

As the 2025 college football season kicks off, Penn State finds itself at the center of one of the most transformative eras in college athletics history. Beyond the touchdowns and tailgates, the evolving financial, legal, and operational forces now shaping college football are reshaping the Happy Valley economy and our community. Here's your guide to all the moving parts.

[READ MORE](#)



LIVE HAPPY
Why I Love Happy Valley: Fly Fishing in Spruce Creek, Up Next

I grew up in Julian — a quiet corner of Happy Valley where the outdoors wasn't just a backdrop, it was a way of life. I went to Bald Eagle Area High School, spent my weekends on horseback, learned to hunt in the nearby woods, and fished local streams with my family. Now, I'm a Penn State student. But long before college classes and career plans, I knew where I belonged — outside.

[READ MORE](#)

Connect Happy Valley is expanding from a business-first publication into a full regional platform—one that helps locals, alumni, students, parents, and visitors navigate the best of our area. Whether it's music, makers, nonprofits, food, or jobs, we're curating stories and opportunities that matter to our growing community.

This fall, we plan to grow to 50,000+ regular users and email subscribers—and we want the content and tools to reflect what matters most to *you*.

That's why we're asking you to **help us shape the platform** by taking a short survey.

It only takes 2 minutes.

We will never call you, bug you, or use your comments in any marketing without your permission.

You're busy. You don't usually "comment" or post like people do on Reddit or Instagram. But this is different. This is *your* town. Your chance to help us build something locally-owned, collaborative, and useful.

We believe in this model—dialog over broadcast—is the future (it's the present on Facebook just no local two sided platforms). But only if people like you speak up.

So, take the leap.

Tell us what would make **Connect Happy Valley** a utility worth using. Local information with no paywall with discussions.

And if you're interested, let us know if you'd like to join us for a strategy lunch at **Pine Grove Hall** to dive deeper into how this can work for you and your business.

Click below to take the survey.

[Take the survey](#)



In case you missed it: The \$80,000 Question: Not Just Noise – But a New Way Forward

I'm in the business of communication. I keep hearing the same thing from exhausted founders, nonprofit leaders, and marketing teams: "Why isn't this cutting through?" [READ MORE.](#)

FOUNDATIONS



Men's Hockey Coach
2024-2025
ECH Coach of the Year

Saturday, July 26
7:00 PM-9:30 PM • Nittany Lion Inn

Get your tickets NOW. Selling fast.



SUPPORT SCHOLARSHIPS FOR PENN STATE ADAPTIVE ATHLETES



FEATURED JOB

LIST YOUR JOB OPENING HERE FOR FREE. We're here to help lure top talent to our region and to your company. Email greg@affinityconnection.com with your job posting and we'll add it to our board and feature it here.

Director of SEO Marketing West Shore Home, PA. Full time. [Read more.](#)

Manufacturing Engineering Manager GE Healthcare, State College, PA. [Read more.](#)

THE HappyValley Highlights

An eclectic, fun week at Pine Grove Hall and Flour & Stone... Happy 4th!!! [Read more.](#)

Central PA 4th Fest activity list. [Read more.](#)

The Central Pennsylvania Festival of the Arts, July 9–13. [Read more.](#)

Rise Above with Mike Reid Nittany Lion Inn Event July 26th! [TICKETS HERE.](#)

Penn State Football Schedule Home Game August 30 against Nevada. **White Out against Oregon** at 7:30 pm September 27th. 4 out of the first 5 weekends of home games. One home game in October. [Read more.](#)

Have a success story, business milestone, or community breakthrough to share? We want to hear it.

At **Connect Happy Valley**, we're on a mission to highlight the people, places, and partnerships powering our region's growth. Whether it's a new investment, a business expansion, a startup launch, or a community initiative that's moving the needle—we're here to help you celebrate and amplify it.

Your news could be featured on our social media channels, in our weekly e-letter, or even spotlighted in our print issue.

Send your updates, along with any links to press releases, blog posts, or coverage, to: Greg@AffinityConnection.com

Let's shine a light on what's working—and inspire more of it.

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HappyValley Industry Media Kit

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