

PRESS RELEASE

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Johnstown Children's Museum to host Harvest Week

***Nov. 1-6 special event presented by First Commonwealth Bank;
includes Farmer Jason concerts, food drive, festival***

(JOHNSTOWN, Pa.) – The Johnstown Children's Museum is celebrating the season with Harvest Week, presented by First Commonwealth Bank. The Nov. 1-6 event will include a food drive, concerts by the children's performer Farmer Jason, and the second annual Harvest Festival at the museum.

"We are very excited and proud to continue our support in the Johnstown community through our partnership with JAHA and the Johnstown Children's Museum," stated Orlando Fulgenzio, senior vice president of marketing and community relations at First Commonwealth Bank. "This will be a fun week of activities and events that focuses on one of the community's greatest assets – our children."

"We held our first Harvest Festival as a one-day event in 2009, and it was a big success, with an attendance of about 250," said Francis Fregly, director of museum education for JAHA. "Through our partnership with First Commonwealth Bank, we're excited to be able to build on that in 2010."

Harvest Week Food Drive

Nov. 1-6

Johnstown Children's Museum & all local First Commonwealth Bank branch offices

The Johnstown Children's Museum and First Commonwealth Bank are holding a food drive for Harvest Week. Non-perishable food will be collected at the museum and First Commonwealth branch offices in Cambria and Somerset Counties from Nov. 1-6. The collected food will benefit the following food banks:

- Cambria County: St. Vincent de Paul Food Pantry (Johnstown); South Fork Food Pantry
- Somerset County: Helping Hands Food Pantry (Jennerstown/Jerome); Shad/Central Food Pantry (Central City); Somerset Food Pantry; Windber Area Emergency Food Pantry

Farmer Jason concert

Mon., Nov. 1, 7:00 pm

Johnstown Children's Museum

Free and open to the public, but please bring non-perishable food for the food drive

Farmer Jason is an internationally-known, Emmy-winning children's performer and Johnstown favorite who has appeared at JAHA festivals and museums in 2005, 2008 and 2009.

The "twin brother" of Jason & the Scorchers frontman Jason Ringenberg (wink-wink), Farmer Jason wows the younger set with his entertaining, witty songs written in genres ranging from folk to zydeco. Wrote *No Depression*, "Sounding as excited as a Captain Crunched 6-year old on Saturday morning, Farmer Jason dares you not to sing along. Resistance is utterly futile whether you're 7 or 70."

"Farmer Jason's songs tend to be about growing food, animals, being outside, the environment and similar themes – he's perfect for Harvest Week," said Shelley Johansson, director of communications for JAHA. "Jason is actually an organic farmer on the side, and his love for the outdoors and for kids really shows in his music."

In addition to the public concert on Nov. 1, two private concerts will be held at area schools. On Tues., Nov. 2, Farmer Jason will play a morning concert at Westmont Hilltop Elementary School, and an afternoon show at Windber Elementary School.

"We estimate that about 1,100 children will get to enjoy a free Farmer Jason concert as part of this initiative, and we're grateful to First Commonwealth for making it possible," Johansson said.

Harvest Festival

Sat., Nov. 6, 1:00-4:00 pm

Johnstown Children's Museum

Free to JAHA members or with museum admission, but please bring non-perishable food for the food drive

The week's events will conclude with the Harvest Festival at the Johnstown Children's Museum. Activities will take place all over the Heritage Discovery Center, including:

- **Games:** Candy Corn Bingo, Harvest Hula Hoop, old-fashioned American games like hoop-and-stick and ball-and-cup
- **Harvest Food Activities:** Decorating harvest sugar cookies, making butter from cream
- **Activities:** working in teams to create scarecrows, storytimes
- **Crafts:** creating scarecrow signs, turkey hand puppets, leaf rubbings, and cornhusk dolls

The Johnstown Area Heritage Association is a non-profit, membership-based organization dedicated to preserving and presenting Johnstown's unique history to the nation through high-quality educational, cultural and recreational experiences. It owns and operates several museums in the Johnstown Discovery Network, including the Johnstown Flood Museum, the Frank & Sylvia Pasquerilla Heritage Discovery Center, Wagner-Ritter House & Garden, and Johnstown Children's Museum. JAHA also programs regular workshops and other events for children, cultural presentations for adults, and other special events, including the AmeriServ Flood City Music Festival and the First Commonwealth Johnstown Film Festival. For more information on JAHA programs, museums and events, visit www.jaha.org.

First Commonwealth Financial Corporation is a \$6.1 billion financial holding company headquartered in Indiana, Pennsylvania. It operates 115 retail branch offices in 15 counties in western and central Pennsylvania through First Commonwealth Bank, a Pennsylvania chartered bank and trust company.

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