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## 'Pure Michigan' posts online sneak peek of newest Grand Rapids commercial

Published: Thursday, April 28, 2011, 10:20 PM Updated: Friday, April 29, 2011, 7:34 AM



By Rachael Recker | The Grand Rapids Press  
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GRAND RAPIDS -- [Pure Michigan](#) and the voice of Tim Allen have done it again.

Pure Michigan's Facebook page, the official fan page of the Michigan Economic Development Corporation, posted the video on its wall Thursday evening.

Already, the video has received 187 "likes" and 65 comments on Facebook, most of which rave about the new commercial featuring the mellifluous voice of Allen as camera shots capture the rolling Grand River, the Frederik Meijer Gardens & Sculpture Park, Rosa Parks Circle, the whale skeleton at the Grand Rapids Public Museum, shopping and outdoor dining along Monroe Center and ArtPrize's 2010 third-place-winning installation "[Lure/Wave](#)" by Beili Liu inside the [new home for the Urban Institute for Contemporary Art \(UICA\)](#).

"Life isn't always about finding ourselves; life is about creating ourselves. But there are too few places that give us enough canvas to really explore what's inside," Allen begins.

"Then again, few places are like Grand Rapids -- where creative living means the good life, where

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food is art, and music flows in every color imaginable. Let's start living the artful life ... in Grand Rapids."

(Applause. Standing ovation.)

Most online comments on Pure Michigan's Facebook page also commend the makers of yet another well-done Pure Michigan commercial:

Said Karen Kroes Weintrob:

"I love it.. I'm from western Michigan---and am always amazed at how beautiful and amazing it is ---I live in San Francisco--so I have an amazing place to compare it to----I still love western Michigan."

Said Christine Crossno:

"I was born in California, but my heart belongs to Michigan. Everything good comes from Michigan, including my husband. ♥ Michigan!"

Said John Blanchard:

"You guys make the most beautiful & wonderful commercials ! I LOVE Michigan and I believe Tim Allen is The PERFECT voice for Pure Michigan!!!"

Rachel VanderVeen wishes alternate Grand Rapids-specific places from the city had been captured:

"I feel there could have been some better shots...downtown GR is awesome and beautiful, but I feel like it doesn't completely capture the spirit of the city."

What do you think of the video? I don't know about you, but it makes me want to go eat outside on Monroe Center as soon as our unpredictable "Pure Michigan" weather gets a little more predictably warm, and **less wet**.

Email [Rachael Recker](#) or follow her on [Twitter](#)

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**stevevos**

April 29, 2011 at 12:50AM

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I can't get enough of these Pure Michigan commercials. I've personally added over dozen hits to this video. There is something about the combination of Tim Allen's magical voice, perfect wording, and the soundtrack to Cider House Rules that brings Michigan to a whole new, inviting level.

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**retired-now**

April 29, 2011 at 7:07AM

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Why don't they ever use Flint in the Pure Michigan adds?

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**grhspartan**

April 29, 2011 at 9:58AM

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Now THAT is funny

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**Holysmokes**

April 29, 2011 at 8:09AM

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I love it when in these propaganda pieces telling us how those millions spent on Pure Michigan is so wonderful, how they always quote people that USE TO live in Michigan. Mack bridge traffic down 7.6 percent in March, April stats ought to be interesting. Just like the state saying how great this camping season is going to be right after announcing the closure of multiple campgrounds due to lack of use.

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**dbest**

April 29, 2011 at 8:33AM

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Holysmokes: Get a grip, you're doing yourself a disservice pretending to know what your talking about. The tourism industry as a whole is doing fine in Michigan. Would you rather sit on your hands and hope people from surrounding states happen to stumble across the beauty in the UP or or any part of the state? Considering the way the national media talks about "Michissippi" people may be blown away to know these places exist. I called as an Indiana resident to urge your legislators to continue this campaign, people here respect Michigan's beauty and vacation there.

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**Holysmokes**

April 29, 2011 at 9:06AM

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Of course you did, it wasn't your money paying for it.

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**diggeee**

April 29, 2011 at 8:36AM

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With the price of gas what it is, how can any anyone think people are going to travel in Michigan. A a RV is looking at at least \$.50 a mile. I know people that are cutting back on fishing because of the cost of running the boat. What is Obama thinking? How much lower can the value of the dollar go? Want to bet the price of gas will come down for the election?

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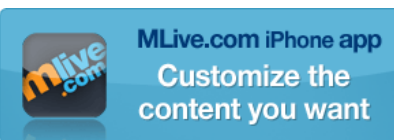


**Windmillwacker**

April 29, 2011 at 9:35AM

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Don't be silly. You act like you've forgotten the Bush administration. Remember, he's the



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guy who hiked gas prices to insane heights and lied to get us into the Middle East in the first place just to pay off the guys who bought the presidency for him.

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**FairVoice**

April 29, 2011 at 8:48AM

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Good commerical! I do have to disagree with Ms. VanderVeen's comment that shots other than downtown should have been used to capture the spirit of GR. This ad is supposed to appeal to tourists and it showed downtown as vibrant with plenty to do and places to dine because that's where the tourists are going to start their GR "experience." Featuring 28th street with all the strip malls and national chain eateries just wouldn't cut it! Let the tourists explore to find the rest of what makes GR a good place to live.

I'm only sorry that Steam Pig didn't make it into the final cut!

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**dbest**

April 29, 2011 at 8:49AM

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diggeee: Cry me a rainbow u queer, am I suppose to feel sorry for you and your "people" who can't afford gas for your Boats and RV's. NEWSFLASH: If you cant afford gas or weren't smart enough to realize gas has been on the rise long before the purchase of your "LUXURY" item then you deserve to run out of gas in the middle of Lake Michigan in your boat.

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**Windmillwacker**

April 29, 2011 at 9:40AM

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You make a good point, but people stop listening to you when you start with ugly insults. Imagine a "Pure Michigan" ad with you holding a "Cry me a rainbow u queer" sign in Rosa Parks Circle.

Please don't be crude.

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**Windmillwacker**

April 29, 2011 at 9:29AM

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How do you spotlight the creativity of our city and completely ignore the performing arts? The strength of our opera, ballet, and local theatre completely makes us stand apart from most cities of our size. Civic Theater is a nationally recognized and respected venue. Don't get me wrong, I love what's presented, but it doesn't really capture the spirit of our city. It makes us look pretty and dull. Open up the scope a bit "Pure Michigan" people.

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**bobbiez**

April 29, 2011 at 10:03AM

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Pure Michigan...taxes paying for advertising!

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