



NEWS RELEASE

For Immediate Release

April 12, 2011

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Greater Lansing Open Its Doors So YOU Can Be A Tourist In Your Own Town On Saturday, June 4th

LANSING, Mich. – How much do you know about Greater Lansing? It's time to find out! The doors to the entire community will be opened to you and your family for just \$1 when you participate in the 17th annual **Be A Tourist In Your Own Town** celebration. The Greater Lansing Convention and Visitors Bureau will host the event on **Saturday, June 4th** from **10 a.m. to 5 p.m.**

While the event is now in its 17th great year there has never been a price increase. Just \$1 is STILL enough to purchase a **Greater Lansing passport**, allowing event participants to visit more than **60 local partnering establishments. Fourteen new attractions join the line-up, giving the event an all time record number of attractions and hot spots!** Old favorites include: Impression 5 Science Center, Potter Park Zoo and the Michigan Historical Museum. Be sure to visit one of the **many new stops** including, Metro Marinas, The Grand Fish, LCC-TV station, FunTyme Adventure Golf, Royal Scot Golf & Bowl and Art Alley in REO Town. Come to downtown Lansing and watch folks go **'Over the Edge'** as they rappel down the side of the 23-story Boji Tower for the Team Lansing Foundation! All the events and happenings on June 4th will serve to entertain and educate residents about the many local tourism assets.

"The tourism industry is a key component of the Greater Lansing economy," said Tracy Padot, GLCVB Vice President, Marketing Communications. "Based on a study conducted by Michigan State University, more than **5 million people visit Greater Lansing** each year, generating **\$431 million** in direct spending and supporting **7,500 jobs** in the tourism sector. We want residents to not only enjoy the leisure options the region offers, but also recognize the importance of creating a hospitable environment for our guests by serving as community ambassadors."

Here's how the event works:

1. Participants need to purchase a **\$1 passport** from AAA office across from Frandor, Kresge Art Museum, CATA Transportation Center, NCG Cinema in Eastwood Towne Center, Celebration Cinema, the Lansing Art Gallery, Impression 5 Science Center, the Arts Council of Greater Lansing or the Greater Lansing Visitor Center located on Michigan Avenue across from Cooley Law School Stadium. *Passports will also be available on the day of the event at information stations throughout the region.*
2. Passport holders can park in Old Town, at the Lansing Community College parking ramp on N. Grand Avenue or at the lot adjacent to the Michigan Historical Museum and then hop aboard one of four CATA Be A Tourist public bus routes. Round trip fares are only 50 cents per person or free with your CATA pass.
3. Throughout the month of June, "tourists" can have their passport stamped at participating attractions, and once they receive 10 stamps, they are eligible to enter a prize drawing. The grand prize is ten tickets in a luxury suite to a Lansing Lugnuts baseball game at Cooley Law School Stadium.

For more information please visit: www.lansing.org/batvot or call 517-487-6800.

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Be A Tourist In Your Own Town**

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