



NEWS RELEASE

For Immediate Release – June 15, 2009

Contact: Tracy Padot, VP, Marketing Communications
(517) 377-1419 – tpadot@lansing.org

Pure Michigan Radio Spot Promotes Greater Lansing

LANSING, Mich. – Starting in mid-June radio commercials promoting the Greater Lansing area will be broadcast in-state in the Traverse City, Flint and Grand Rapids regions; as well as the Toledo, Ohio market as part of a partnership with the Pure Michigan state tourism campaign.

“Tim Allen paints a great picture of a visit to our region with a voice that is soothing and widely recognizable,” said Tracy Padot, Vice President of Marketing Communications for the Greater Lansing Convention and Visitors Bureau. “We look forward to our partnership with Travel Michigan and utilizing the nationally recognized, award winning campaign to help market the Greater Lansing region.”

The Greater Lansing-focused ad is just a small part of Travel Michigan’s entire \$30 million advertising campaign, which is playing on a national scale for the first time ever this year.

“Increased tourism will play a big part in leading our State out of a depressed economy,” continued Padot. “Whether coming from out-of-state, or from a few miles down the road, this radio spot will help folks take another look at Greater Lansing and get excited about a trip to the Capital region.”

The Greater Lansing region hosts over 5 million visitors each year that generate over \$431 million in economic impact – and that impact equates to jobs – over 7,500 positions can be attributed to the hospitality industry.

To hear the Tim Allen voiced Pure Michigan radio spot titled “Make Yourself at Home” or to learn more about the GLCVB, visit www.lansing.org. (<http://www.lansing.org/media/ad-campaigns/>) For more information about Travel Michigan and the Pure Michigan campaign visit www.michigan.org.

The Greater Lansing Convention & Visitors Bureau seeks to positively impact the economic well being of the Greater Lansing metropolitan area by marketing the entire region as a desirable convention and tourism destination.

###