



NEWS RELEASE

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GLSA Accepts Governor's Award for Innovative Tourism Collaboration

LANSING, Mich.— The Greater Lansing Sports Authority (GLSA) was on hand at the 2014 Pure Michigan Governor's Conference on Tourism at Grand Traverse Resort to accept the Innovative Tourism Collaboration in Marketing Award for its work on the Michigan Sports initiative.

As coordinator of the effort the GLSA was proud to accept the award for organizing a coalition of 15 Destination Marketing Organizations (DMO's), known as "Michigan Sports" to promote Michigan as a destination for itinerant sporting events. This unique partnership aligns traditional competitors in an effort to promote the entire state of Michigan and raise the profile of Michigan as a sport tourism destination. Partnering DMO's (which include: the *Alpena CVB, Ann Arbor Area CVB, Calhoun County Visitors Bureau, Metro Detroit Sports Commission, Flint & Genesee CVB, Holland Convention & Visitors Bureau, Experience Jackson, Discover Kalamazoo, Greater Lansing Sports Authority, Marquette County CVB, Muskegon County CVB, Mount Pleasant Area CVB, MI Great Lakes Bay CVB, Traverse City Tourism and the West Michigan Sports Commission*) pool resources to sponsor tradeshow, coordinate large out of state sales blitzes, create a statewide education symposium and work to ensure events remain in Michigan.

"It's been a pleasure to coordinate this important state-wide collaboration," said Mike Price, Executive Director of the GLSA. "It's clearly a situation where these DMO's are stronger together and really gaining some traction as we work to draw sports tourism to the great state of Michigan."

Michigan Sports has grown from eight members in 2012, to 15 members today. Being a part of Michigan Sports creates equal access for all partners, regardless of their budget size allowing DMO's to promote their destination at national tradeshow, through national advertising and client meetings. If you have any questions about the GLSA or Michigan Sports, call 517-377-1411 or visit www.puremichigansports.org.

The Greater Lansing Sports Authority (GLSA) is a division of the Greater Lansing Convention and Visitors Bureau. The GLSA's mission is to be the leading voice of sports tourism in the Greater Lansing area and to promote economic growth by attracting a diverse range of sporting events to the region. The GLSA will strive to enhance the quality of life for area residents through the development of local sports and fitness programs for all ages, and to support the continued development and maintenance of safe, high-quality athletic facilities.

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