



MEDIA ADVISORY

Media Event – Friday, May 16, 2014

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Greater Lansing CVB Celebrates 20th Anniversary of Regional Event
**Local Officials Proclaim “Be A Tourist In Your Own Town Day”
at Appreciation Luncheon on May 16th**

- WHO:** The Greater Lansing Convention and Visitors Bureau (GLCVB) staff, community leaders, as well as long-time ‘Be A Tourist’ partners, sponsors and volunteers.
- WHAT:** Executive leadership of the GLCVB will recognize loyal sponsors, charitable organizations, community partners, volunteers, media and attractions as the organization’s signature event, Be A Tourist In Your Own Town celebrates its 20th anniversary. Regional representatives along with Lansing Mayor Virg Bernero and East Lansing Mayor Pro Tem Diane Goddeeris, will be on hand to announce official proclamations for ‘Be A Tourist’.
- WHERE:** North Lawn of the Michigan State Capitol Building
Capitol Avenue at Michigan Avenue
Downtown, Lansing
- WHEN:** **Friday, May 16, 2014**
11:30 a.m. – Networking & Buffet Lunch
12:00 p.m. – Presentations by Local Officials
12:15 p.m. – Recognition of Outstanding Be A Tourist Supporters
12:30 p.m. – Photo Opportunity on the Capitol Steps
1:00 p.m. – Conclusion
- PUBLIC INVITED:** The public is invited from noon – 1:30 p.m. for free refreshments, giveaways and Be A Tourist information. (Small tent located near Capitol and Michigan Avenue.)
- WHY:** To thank the community at large for its support of ‘Be A Tourist’ and formally recognize local entities that have been a part of the event through participation, volunteerism and sponsorship. Numerous photo opportunities will be available. Event will take place rain or shine. For more information about the Be A Tourist In Your Own Town event, please visit www.lansing.org/BATYOT.

The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area’s economy by marketing the region as a travel destination.

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