



# NEWS RELEASE

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## Greater Lansing CVB and Team Lansing Foundation Announce Greater Lansing Certified Tourism Ambassador of the Year & Employer of the Year

**LANSING, Mich.** – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to recognize Skyin Yin, CTA, Communications & Experiential Learning Coordinator with Michigan State University, as the **2014 Greater Lansing Certified Tourism Ambassador of the Year**. Yin was honored at the fourth annual Greater Lansing Certified Tourism Ambassador Star Awards on December 9<sup>th</sup> at the Old Town Marquee in Lansing.

“Tourism is about creating experiences and front-line workers can have the biggest impact on making a visitor’s time in Greater Lansing memorable,” said Jack Schripsema, President of the GLCVB and Executive Director of the Team Lansing Foundation. “Skyin exemplifies the goals of the CTA program by showing confidence in interactions with international students, encouraging them to visit our many community assets and to experience, explore and then welcome others to the Greater Lansing community.”

Additionally, the GLCVB recognized the Lansing Center/Lansing Entertainment and Public Facilities Authority (LEPFA) as **CTA Employer of the Year**, for encouraging its entire staff to become CTAs. The Lansing Center has done so since the inception of the program in 2010.

The Greater Lansing Certified Tourism Ambassador program aims to equip residents in front-line hospitality and tourism-related positions, such as hotel, local attractions and restaurant employees, with a more in-depth knowledge of the area’s many assets so they may help create a more positive and memorable visitor experience. Upon completion of the program curriculum, delivered through reading assignments and one half-day in-class session and exam, participants will receive a thorough education and a nationally recognized certification designation to add to their resume.

While focused on the hospitality community, any interested Greater Lansing resident may enroll. Currently there are over 500 CTA’s in the area. The cost for the course is \$20 per person, with group rates also available. To access a class schedule and additional information visit [www.lansing.org/cta](http://www.lansing.org/cta).

*The mission of the Team Lansing Foundation is to champion destination development in Greater Lansing through education, research and participation with initiatives that enhance and elevate the value of the tourism assets within our community.*

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