



NEWS RELEASE

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Greater Lansing CVB and Hospitality Partners Leverage Event to Collect Donations for Local Charities

LANSING, Mich.-- The Greater Lansing Convention and Visitors Bureau (GLCVB) is pleased to announce that along with its many valued hospitality partners and event clients from across the state hundreds of toys were collected for local charities at the annual Holiday Showcase event, held at the Lansing Center on December 2, 2014 – the National Day of Giving.

The event, which seeks to bring together local hospitality entities and statewide event professionals for a day of networking, added a charitable component to the event in 2011 and it has grown in number of donations each year. The benefactors of this year's charity event are the Ronald McDonald House of Mid-Michigan and Toys for Tots.

“Our valued clients and hospitality partners went above and beyond expectations to help out these local charities on this special day of giving,” said Jack Schripsema, President and CEO of the GLCVB.

“Ronald McDonald House is particularly near and dear to the GLCVB as their objectives mirror those of our own organization; to make those visiting Greater Lansing feel welcome and to see the area as a comfortable home away from home.”

For additional information on the GLCVB Holiday Showcase and specifics on its charitable component, contact Julie Pingston at jpingson@lansing.org or 517-377-1419. . For more information on Ronald McDonald House visit www.rmhc.org. For more information on Toys for Tots visit www.toysfortots.org.

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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