



For Immediate Release:
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Jason Gabriel, Capital City Film Festival

*****MEDIA ADVISORY*****

Greater Lansing Convention & Visitors Bureau Partners with Capital City Film Festival to Launch New Video Contest

Love Letters to Lansing Video Contest gives Greater Lansing residents chance to show their community pride

WHAT: The Love Letters to Lansing Video Contest will give Lansing residents the chance to show their affection for the capital region by submitting videos that demonstrate why it's so easy to fall in love with the Lansing region.

Cash prizes totaling \$4000 will be distributed to those who create the best videos to share.

WHEN: The deadline for entries is March 16, 2015 at 12:00 PM (noon).

WHERE: Winning entries will showcase residents' favorite attractions throughout the tri-county area (Ingham, Eaton and Clinton counties) and demonstrate all of the ways the Lansing area is a great place to live, work and play.

QUOTES: "Lansing is full of passionate, energetic residents who take pride in where they live, and this contest is a perfect opportunity for those who just can't contain themselves to tell the world why Lansing is the place to be," said Tracy Padot, Greater Lansing Convention & Visitors Bureau vice president of marketing communications

"We love seeing Lansing residents show off their artistic sides. The short videos are a fantastic way to demonstrate what it is that makes Lansing so great. Each Love Letters to Lansing video will give everyone, in three minutes or less, a taste of what it really means to '#LoveLansing', and we're excited to see all of the creative ways people will tell our region's story." said Jason Gabriel, Capital City Film Festival programming director

NOTES: The contest entry fee is \$10.00 per entry and videos must be no longer than 3-minutes in length. Full contest rules and more information can be found at:
<http://capitalcityfilmfest.com/contests/loveletters>

Entries must be emailed to info@capitalcityfilmfest.com, OR physically at:

Lansing Public Media Center
2500 S. Washington Ave.
Lansing, MI 48910

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