



NEWS RELEASE

For Immediate Release

April 20, 2015

Contact: Tracy Padot, CTA, VP, Marketing Communications
(517) 377-1419 – tpadot@lansing.org

Learn more at www.lansing.org/BATYOT
Facebook at www.facebook.com/BATYOT
Public inquiries regarding event: (517) 487-6800

Celebrate Over Two Decades of Be A Tourist In Your Own Town Saturday, May 30th

LANSING, Mich. – One day plus one dollar equals one awesome experience! The Greater Lansing Convention and Visitors Bureau is pleased to announce the 21st Annual Be A Tourist In Your Own Town; where a one dollar passport grants you free admission to over 90 attractions and hot spots on Saturday, May 30, 2015 from 10 a.m. – 5 p.m.

This local awareness event started over twenty years ago in the city of Lansing with just 18 attractions and has grown regionally to now include over **90 local partnering establishments**. Perennial favorites include: Impression 5 Science Center, Potter Park Zoo and the Michigan Historical Museum. **Be sure to visit one of the many new stops including: River Town Adventures, The Runway in the Knapp's Building, Forest Akers Golf Course, Lansing Votes! and the Olds Forge Flyers.** Some attractions will offer a discount on services with the passport. Please visit www.lansing.org/BATYOT for a complete list of 2015 attractions.

“Residents are encouraged to come out and discover why nearly 5 million people visit the region each year,” said Tracy Padot, Vice President, Marketing Communications. “We hope locals will become ambassadors for Greater Lansing and when someone asks them what there is to see and do in the area they can respond with countless suggestions and a sense of community pride.”

Here's how the event works:

- 1. Purchase a Passport.** Participants are encouraged to purchase a \$1 passport from either of the Greater Lansing Visitor Centers at 500 E. Michigan Ave., Suite 180, Lansing or 549 E. Grand River Ave., East Lansing. Please see website www.lansing.org/BATYOT for a complete list of selling locations. *Passports are available throughout the month of May. Children three and under do not need a passport.*
- 2. Park and Ride CATA.** CATA provides five Be A Tourist public bus routes that reach the majority of the attractions. Round trip fares are only 50 cents per person. Parking available at the Michigan Historical Museum, on the MSU campus, in Old Town or at the city of Lansing parking ramps. See route maps and parking info inside the passport or at www.lansing.org/BATYOT.
- 3. Collect Stamps & Win!** “Tourists” collect stamps at designated attractions. Collect ten stamps to be eligible to win one of the dozens of passport prizes. Participants may continue to visit attractions and collect stamps throughout the month of June, however regular admission prices will apply.

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