



NEWS RELEASE

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Where Can You Visit 100+ Attractions and Tours for Just \$1?

LANSING, Mich. – The Greater Lansing Convention and Visitors Bureau is pleased to announce **Be A Tourist In Your Own Town** will celebrate its **25th Anniversary** by opening the doors to over 110 attractions on **Saturday, June 1, 2019** from 10 a.m. – 5 p.m. The cost to participate is still the same as in 1994, just \$1.

While the price is the same, the attractions are not! There are over 15 new attractions participating in 2019. Explore the **MSU Broad Art Lab**. Take the kids to the **R.J. Scheffel Toy Shop** or the new **Launch Lansing Trampoline Park**. Are you 21 or older? Enjoy free samples at **Looking Glass Brewing Company** and **BrickHaven Brewing Company**. Popular favorites return like riverboat rides on the **Michigan Princess**, **Potter Park Zoo** and **Impression 5 Science Center**. Be A Tourist In Your Own Town is the perfect opportunity to find the treasures in your own backyard. [See the complete list of 2019 participating attractions and tours here.](#)

“Residents are encouraged to come out and discover why nearly 5 million people visit our 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 genuine sense of community pride.”

Generous Sponsors Donate Be a Tourist Passports to Under Served Youth

The GLCVB would like to thank the following sponsors of Be A Tourist in Your Own Town for their generous contributions, not only to the event, but for their generosity in helping under served youth have the opportunity to participate. Their donations combined with the GLCVB partnerships help over 1,500 children and families in the community experience Be a Tourist on Saturday, June 1. **Special thanks to: LEAP, PNC Bank, Radisson Hotel at the Capitol, Brogan, Reed, VanGorder & Associates, MSUFCU, TownePlace Suites East Lansing, East Lansing Marriott at University Place and Davenport University.** Passports are donated to various local organizations such as: Child & Family Charities, St. Vincent Catholic Charities, Ele’s Place, Boys & Girls Club of Lansing, Community Mental Health, Capital Area Head Start and many more!

Here’s how the event works:

1. **[Purchase a Passport.](#)** Participants may purchase a \$1 passport from any of the following selling locations: ALIVE: Your Community Well-being Place, CATA Transportation Center, Celebration! Cinema, Studio C!, Zap Zone, Potter Park Zoo, Preuss Pets, NCG Cinema, Impression 5 Science Center, VanAtta’s Greenhouse, Lansing Art Gallery or either of the Greater Lansing Visitor Centers in downtown Lansing or on Grand River Avenue in East Lansing. ***Passports are on sale May 1st and will also be available on June 1st at multiple information stations throughout the region. To celebrate 517 Day, the GLCVB is offering Buy-One-Get-One-Free passports at the two visitor center locations only on May 17, 2019. Children three and under do not need a passport.***
2. **[Park and Ride CATA.](#)** CATA provides multiple Be A Tourist public bus routes that reach the majority of the attractions. Round-trip fares are only 50 cents per person. Parking is available at the Michigan History Center, on the MSU campus, or at the city of Lansing parking ramps. See route maps and

parking info inside the passport or [here](#).

- 3. [5 Ways to Win!](#)** To celebrate the event's 25th anniversary, 25 "silver tickets" have been hidden inside the passports. Receive one and redeem it for fabulous prizes! There are multiple other ways to win, from collecting "stamps" in the passport to photo contests on social media. Prizes range from hotel overnights, restaurant gift certificates, and a suite at the Lansing Lugnuts, to the grand prize of a \$1,500 travel voucher from the Capital Region International Airport. (*"Tourists" collect stamps at participating attractions. Participants may continue to collect stamps throughout the month of June, however regular admission prices will apply. Deadline to enter is July 8, 2019.*)

Learn more at www.lansing.org/BATYOT Facebook at www.facebook.com/BATYOT

Public inquiries regarding event: (517) 487-6800

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