



NEWS RELEASE

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Greater Lansing CVB and Team Lansing Foundation Announce Greater Lansing CTA Star of the Year

LANSING, Mich. – The Team Lansing Foundation, along with the Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to recognize **Amy Piper, CTA as the Greater Lansing Certified Tourism Ambassador Star of the Year**. Piper was honored at the Greater Lansing CVB Annual Meeting held on March 1, 2022 at the NCG Cinema in Lansing.

“The Certified Tourism Ambassador program has been in our community for 11 years,” said Julie Pingston, GLCVB President. “Each year we get to honor one of our #LoveLansing ambassadors that has gone above and beyond in promoting our region as a visitor destination. In picking this year’s recipient, we as an organization could not think of a more perfect person to receive the title. Someone who has written an entire book dedicated to Lansing, entitled *100 Things to Do in Lansing Before You Die*. We’re thrilled to name Amy Piper as the CTA Star of the Year.”

The event also gave an opportunity to recognize many of the region’s 400 Certified Tourism Ambassadors including 34 CTAs that have served the community for five years and 52 CTAs that have served for 10 years.

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. The cost for the course is \$20 per person, with group rates also available. To access a class schedule and additional information visit <https://www.lansing.org/membership/cta-information/>.

100 Things to Do in Lansing Before You Die was published by Reedy Press and is [available for purchase](#).

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.

The mission of the GLCVB is to positively impact our community’s quality of life by developing the region as a visitor destination.

Need visitor information? Request a copy of our new Visitor Inspiration Guide on our newly refreshed website www.lansing.org.

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