



NEWS RELEASE

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Residents Encouraged to Play, Explore and Support Local Campaign Strives to Invigorate Residents to Love Lansing Like a Local

Why Are We Doing This?

Traditionally each spring the Greater Lansing Convention & Visitors Bureau hosts the city wide, Be A Tourist in Your Own Town event. The primary goal of the one-day event was to shine a light on our many attractions and activities that make Lansing such a great place to live. This year, the event has evolved into an entire summer of fun!

“Our number one request to improve Be a Tourist was to offer it more than one day. And we agree, why limit our promotions to just one day? What residents should know is that the overwhelming majority of our area attractions offer free or very nominal admission fees. So, they’re encouraged to be a tourist at any time this summer,” shared Tracy Padot, VP of Marketing Communications for the GLCVB.

Therefore, the GLCVB’s goal is support local attractions and drive visitation, not just for a one-day event, but throughout the summer. With financial contributions from our generous sponsor, Jackson National Life Insurance Co., the GLCVB will be launching a “Love Lansing Like a Local” advertising campaign in early June, encouraging residents to safely and responsibly enjoy our hospitality related businesses. Our multi-faceted outreach will include advertising with local media, social media and community engagement efforts.

What Residents Need to Know

The GLCVB has developed a comprehensive list of dozens of attractions, indoor activities and outdoor recreation spots. From museums and science centers to arts and family friendly fare, you’ll discover adventures for all ages right in your own backyard!

Each week a different category of attractions will be highlighted throughout the summer. Watch for weekly GLCVB blogs, on-air segments on WILX-TV 10, articles in the Lansing State Journal and more. Our partners at WLNS-TV 6 will be offering contests for free giveaways throughout June, July and August.

All of that information can be found at www.lansing.org/lovelansing.

How You Can Help

Prior to the pandemic tourism in the Greater Lansing region generated \$682 million in economic impact. We know there is pent up demand for travel and with gas prices continuing to rise – it’s no better time than to plan a summer staycation!

But we can’t do it alone. We need your help to amplify the message that Lansing area attractions are ready to welcome visitors. Please consider any editorial opportunities that might showcase a local hospitality business. We are happy to be a conduit to help you connect with leaders at the participating attractions to hear their stories. The complete list of attractions can be found at lansing.org/lovelansing. We’re also supplying you with graphics and social media posts that you can use and share on your channels, as well as a short article for newsletters and other correspondence.

Thank You to Our Generous Sponsors and Supportive Media Partners:

“I cannot say enough kind words of gratitude toward our generous sponsors and media partners who made this campaign possible,” said Tracy Padot, VP of Marketing Communications for the GLCVB. “The #lovelansing

community really rose to the occasion to show their unwavering commitment to support our hospitality industry.”

Campaign Sponsor: Jackson National Life Insurance Co.

Media Partners: WLNS-TV 6, WILX-TV 10, Fox 47, Lansing State Journal, TownSquare Media, Midwest Communications, 517 Magazine, City Pulse, Mlive, Effectv, Skyline Outdoor, New Citizens Press and Adams Outdoor.

Want to learn more? Visit www.lansing.org/lovelansing or contact Tracy Padot, CTA, VP of Marketing Communications at tpadot@lansing.org.

The vision of the GLCVB is to inspire everyone to celebrate and love Greater Lansing as much as we do! Which goes hand in hand with our mission, to positively impact our community’s quality of life by developing the region as a visitor destination.

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