**FOR IMMEDIATE RELEASE:**

**Downtown Grand Rapids’ Historic McKay Tower Kicks off “Light Up the Dome” Contest**

West Michigan residents have the opportunity to win a two-night stay in a fully-furnished McKay Tower Residence

*Grand Rapids, MI - December 7th, 2016* - Downtown Grand Rapids Historic McKay Tower kicked off their first “Light Up the Dome” contest this week. Residents of West Michigan have the opportunity to design and submit their vision of how the LED dome located on McKay Tower’s rooftop will illuminate the downtown Grand Rapids skyline.

The contest officially began the evening of Friday, December 2nd, 2016 at the annual holiday “Light Up Downtown” celebration in Rosa Parks circle. At 5:30 PM, the McKay Tower dome lit up in conjunction with the Christmas tree and holiday lights by Mayor Roslynn Bliss. Even though this contest coincides with the holidays, design submissions do not have to be holiday themed.

Individuals of all ages have until Friday, December 16th at 11:59 PM to submit an original design on the official entry form found on McKay Tower’s website. No late submissions will be considered. The designs can include colors, symbols, and patterns, however wording, blinking, or scrolling images are strictly prohibited. he Mckay Tower staff is hoping to capture the meaning behind the submission, along with the design, that applicants are looking to share.

Following the submission deadline McKay Tower staff will select the top five designs and notify these contestants. After the contestants are notified, the public will have an opportunity for vote for their favorite design on McKay Tower’s official Facebook page.

The winner of the “Light Up the Dome Contest” will receive a two-night stay in a fully-furnished McKay Tower residence with dinner provided by a Ballroom at McKay caterer. While the contest is open to all ages, any contestant under the age of 18 must be accompanied by a parent or legal guardian.

For more information please visit Mckay Tower’s official “Light Up the Dome” at http://mckaytower.com/light-up-the-dome/.

Media Contacts:

Nicole Weichelt

Steadfast Holdings LLC

(616) 914-6638

Nicole@SteadfastLLC.com

Justin Todd

Sunterra Marketing LLC

(313) 410-2218

Justin@SunterraMarketing.com

\*\*\*