



MEDIA ALERT / PHOTO OPPORTUNITY

MICHIGAN CARES FOR TOURISM TO FOCUS ON WEST MICHIGAN

Annual Tourism Industry Clean Up Event to Take Place at Felt Estate

WHO/WHAT:

Michigan's tourism industry is again joining forces to help support one of Michigan's historic sites through a volunteer clean-up event. More than 200 Michigan tourism industry members will head to Saugatuck's Felt Estate on Tuesday, September 13 and Wednesday, September 14 to learn about the area and assist in the restoration of this treasured Michigan destination.

Chartered by Grand Valley State University's Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares and Indian Trails, Michigan Cares for Tourism coordinates vital clean up events at one treasured Michigan tourism location each year. Michigan Cares for Tourism is a 100 percent volunteer, 100 percent give back organization with all proceeds solely designed to contribute to the clean-up of Michigan's historic attractions.

WHEN:

Tuesday, September 13 – Familiarization Tour of the Area (optional for event attendees)

Wednesday, September 14 – Clean-Up Event

8:30 am	Welcome and let the projects begin!
12:30 pm	Lunch, and back to work
4:30 pm	Reception celebration of all of the hard work
5:30 pm	Motor coaches depart

WHERE: Felt Estate, 6597 138th Avenue, between Saugatuck and Holland

BACKGROUND:

Over the past three years, at the first four volunteer locations, Michigan's tourism industry has come out in strong support of the effort with nearly 900 professionals volunteering their time and talents to renew and refresh Fayette Historic Townsite in the Upper Peninsula, Sturgeon Point Lighthouse near Alpena, Detroit's Belle Isle Park, and the Waterloo Recreation Area's Historic Mill Lake Outdoor Center in Chelsea. They have contributed in excess of \$300,000 in supplies and labor savings to these locations, and have raised monies from over 100 organizations to do so. Recently, The General Agency Insurance Company and McCann Erickson Detroit donated a utility trailer full of tools and supplies that the volunteers now use at each location making it easier to accomplish more at each location. For additional information about Michigan Cares for Tourism visit MichiganCaresforTourism.com.

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Michigan Cares for Tourism is a volunteer partnership between Michigan tourism organizations. The goal is to breathe life into historic sites through volunteer clean-up efforts throughout Michigan, to help sustain Michigan's tourism industry for the future.

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