



MEDIA ALERT / PHOTO OPPORTUNITY

MICHIGAN CARES FOR TOURISM TO FOCUS ON ROSCOMMON Clean-up events planned for the Ralph A. MacMullan Center and Civilian Conservation Corps Museum

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. Approximately 200 Michigan tourism industry members will head to the Ralph A. MacMullan Center and Civilian Conservation Corps Museum today and Tuesday, September 19 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:

Monday, September 18 – Familiarization Tours of the Area (optional for event attendees)

Wednesday, September 19 – Clean-Up Event

8:30 am	RAM Center Welcome and let the projects begin!
12:30 pm	Lunch, and back to work
4:30 pm	Reception celebration on the beaches of North Higgins Lake State Park
5:30 pm	Motor coaches depart

WHERE:

Ralph A. MacMullan Center, 104 Conservation Dr, Roscommon

BACKGROUND:

Over the past four years, and five volunteer clean-up locations, Michigan's tourism industry has come out in strong support of the effort with more than 1,100 tourism professionals volunteering their time and talents to renew and refresh the Felt Estate near Saugatuck, 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. Contributing more than \$400,000 in supplies and labor savings to these locations, Michigan Cares for tourism has raised monies from over 300 organizations in addition to a utility trailer full of tools and supplies, generously donated by The General Agency Insurance Company and McCann Erickson Detroit, that volunteers now use at each location making it easier to accomplish more at every site. 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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