



For Immediate Release
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MICHIGAN CARES FOR TOURISM ANNOUNCES 2018 VOLUNTEER CLEAN-UP EVENT SITE

Annual clean-up event to head north to Michigan's Upper Peninsula

Copper Harbor, MI – Michigan Cares for Tourism (MC4T) is excited to announce the destination site for the 2018 volunteer clean-up event. With the assistance of tourism industry volunteers from across the state, MC4T will again assist in the renovation and restoration of one of Michigan's historic sites. The 2018 Michigan Cares for Tourism Clean-Up event will take place at Fort Wilkins Historic State Park, in Michigan's beautiful Keweenaw Peninsula, September 16-18.

"We are excited to bring MC4T back to the Upper Peninsula and to this beautiful state park. It is our goal to not only assist in restoration projects at this historic site but introduce a new destination to industry members who have never been to the area before. We couldn't do this without the generous support of the Upper Peninsula tourism community," commented Patty Janes, GVSU Professor and MC4T Volunteer Coordinator. "Over the course of three days, volunteers will have the opportunity to explore the region, learn about the many attractions, before rolling up their sleeves to accomplish several types of projects at Fort Wilkins."

Fort Wilkins State Park encompasses more than 700 acres and features a restored 19th century military post, one of the first lighthouses built on Lake Superior, a campground, hiking and biking trails, playgrounds and more. The fort tells the story of life on the Northern Frontier in the mid-1800s through exhibits, interactive hands-on displays, and rooms designed to reflect what life in 1844 looked like. The restoration efforts at Fort Wilkins began in the 1930s and will continue with the help of the Michigan tourism industry volunteers at this year's clean-up event.

"Our clean-up events would not be possible without the collaboration of the tourism industry and local community," added Janes. "The generous support we have received from area tourism groups like the Keweenaw Convention and Visitors Bureau and the Upper Peninsula Travel and Recreation Association, along with local UP businesses like Stormy Kromer, has been tremendous. We look forward to bringing 100+ volunteers to experience Fort Wilkins Historic State Park and the Copper Harbor area."

Michigan's tourism industry has come out in strong support by attracting more than 1,800 tourism professionals that have volunteered their time and talents to renew and refresh six volunteer clean-up sites over the past five years, including the Ralph A. MacMullen Center and Civilian Conservation Corps Museum in Roscommon, Felt Estate near Saugatuck, Fayette Historic State Park 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. These volunteer efforts have contributed more than \$500,000 in supplies and labor savings to these locations. In addition, MC4T has raised funds and in-kind donations from more than 300 organizations.

Chartered by Grand Valley State University's Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares, DRIVEN, and Indian Trails, MC4T coordinates vital clean-up events at treasured Michigan tourism locations in need of revitalization. MC4T 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.

Tourism industry members can register for this year's clean-up event by texting 'MC4T' to 76959. For additional information about Michigan Cares for Tourism visit www.MichiganCaresforTourism.org or icare@michigancaresfortourism.org.

Michigan Cares for Tourism, a 501C3 organization, 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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Editor's Note: Images are available upon request.

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