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MICHIGAN TOURISM INDUSTRY COMES TOGETHER FOR CLEAN-UP EVENT

Michigan Cares for Tourism headed to Leelanau State Park and Grand Traverse Lighthouse

Michigan's tourism industry is again preparing for their annual day of giving, taking time away from their normal work to roll up their sleeves and give back to the industry they hold near and dear to their heart. More than 275 tourism industry members will gather, September 16-17, in Leelanau State Park for the Michigan Cares for Tourism Clean-Up event.

"We are excited to welcome so many tourism industry professionals to another SOLD-OUT Michigan Cares for Tourism Clean-Up event," said Patty Janes, Grand Valley State University professor and Michigan Cares for Tourism volunteer coordinator. "In just one day of volunteering, the tourism industry will contribute more than \$50,000 in labor and \$100,000 in supplies and materials to the Leelanau State Park."

The event kicks off Monday, September 16 with an opportunity for volunteers to get to know the local area by taking one of 10 excursions, including a behind-the-scenes tour of Black Star Farms, a Plein Aire painting class, a tour of Fishtown, and complimentary biking, paddling and kayaking by Grand Traverse Bike Tours. On Tuesday, September 17, volunteers will roll up their sleeves and tackle 17 different projects at Leelanau State Park and Grand Traverse Lighthouse. Volunteers will work on replacing the split rail fence, further developing the stunning trails along Lake Michigan, repainting several buildings, and installing a new playground.

The park, located at the tip of the Leelanau Peninsula, is home to 1,300 acres, a rustic campground, hiking and cross-country skiing trails and the Grand Traverse Lighthouse Museum, where visitors can walk through the restored keeper's dwelling and climb the tower for spectacular views of Lake Michigan.

"In only eight years, including the 2019 event, Michigan Cares for Tourism will have empowered more than 2,700 volunteers and provided more than \$750,000 in supplies and labor over the course of 10 projects," Janes added.

For volunteer and visitor safety, the campground and a section of the trail at Leelanau State Park will temporarily close Monday, September 16 and Tuesday, September 17. The Grand Traverse Lighthouse will temporarily close on Tuesday, September 17.

Chartered by Grand Valley State University's Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares, Indian Trails and supported by more than 60 industry donors/members, 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, cultural and natural attractions.

For additional information on Michigan Cares for Tourism visit www.MichiganCaresforTourism.org or email 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, cultural and natural attractions through volunteer clean-up efforts at Michigan attractions, to help sustain Michigan's tourism industry for the future.

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