



For Immediate Release
April 21, 2016

Contact: Patty Janes, 989-424-0123
Kirsten Borgstrom, 517-331-3433

Michigan Cares for Tourism Presented with 2016 Governor's Award for Innovative Tourism Collaboration

Lansing, MI – Michigan Cares for Tourism, a volunteer partnership between Michigan tourism organizations, was presented a 2016 Governor's Awards for Innovative Tourism Collaboration during this week's Pure Michigan Governor's Conference on Tourism. The award was presented to the charter members of Michigan Cares for Tourism by Dave Lorenz of Travel Michigan, representing the Michigan Travel Commission, and Julie Pingston, representing the Tourism Industry Coalition of Michigan (TICOM).

Michigan Cares for Tourism was recognized in the category of Non-Traditional Partnerships. Michigan Cares for Tourism is a 100% volunteer, 100% give back partnership between Michigan tourism organizations which come together to help restore Michigan's historic attractions, learn about a Michigan tourism community, and network across industry segments to ultimately enhance the visitor experience.

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, Michigan Cares for Tourism coordinates vital clean up events at treasured Michigan tourism locations each year in need of revitalization. In the first two years of the program, Michigan Cares has engaged nearly 900 Michigan tourism industry professionals to volunteer their time and talents to help restore four of Michigan's historic attractions. These efforts combined to provide \$307,000 in labor and supply savings for [Waterloo Recreation Areas' Historic Mill Lake](#), [Belle Isle Park](#), the [Sturgeon Point Lighthouse](#), and [Fayette Historic State Park](#).

The Governor's Awards for Innovative Tourism Collaboration were created by the Michigan Travel Commission, in conjunction with the Governor's Office, to elevate the status of Michigan's tourism industry and to promote innovative collaboration as an effective, efficient and creative operating principle for the industry. The inaugural awards were presented at the 2009 annual Tourism Conference. Other award categories included Experience Development & Presentation, awarded to Autopalooza; and Non-Traditional Partnerships recognizing Cell Block 7.

The Tourism Industry Coalition of Michigan is comprised of more than 48 statewide tourism associations, corporations and convention and visitor bureaus whose mission is to promote Michigan's travel and tourism industry as a vital component of economic development and quality of life through governmental advocacy, public relations, and other promotional and educational efforts.

For additional information about Michigan Cares for Tourism visit www.MichiganCaresforTourism.org or icare@michigancaresfortourism.org.

###