



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

MICHIGAN CARES FOR TOURISM INVESTS IN MICHIGAN'S MOST VALUED TOURISM TREASURES
2nd annual clean up event to take place Friday, May 9 at Belle Isle Park

Detroit, MI – The Michigan tourism industry is again coming together to support and breathe life into one of Michigan's historic sites through a volunteer clean-up event, May 9, at Detroit's Belle Isle Park. More than 350 tourism industry volunteers are expected to join forces to help restore many treasures on Belle Isle.

"Until now there has not been a unified, statewide effort for tourism professionals to partner together and preserve and invest in our most sacred historic attractions," said Patty Janes, Michigan Cares for Tourism volunteer event director. "Michigan Cares for Tourism is a volunteer partnership of tourism organizations founded for this very reason."

This year Michigan tourism industry volunteers will spend the day at Belle Isle Park, the 982-acre island park in the Detroit River. This natural and cultural gem has been the foundation for wonderful memories for over 100 years, and is in need of park improvements to insure it continues as a historic tourism gem. Many sponsors have come forward to participate in the event. From Indian Trails providing event transportation to Domino's Pizza providing lunch, an afternoon celebration of the volunteer efforts thanks to the Chevrolet Detroit Belle Isle Grand Prix, and an opportunity to see the Detroit Tigers play that evening, the Detroit area, and statewide, companies are stepping up to contribute to the enjoyment and success of this volunteer event. Additional sponsors include Detroit Metro Convention and Visitors Bureau, Motor City Casino, The Parade Company, Ford Piquette Avenue Plant, Ford Field/Safe Management, Holiday Inn Express & Suites Detroit Downtown, and statewide organizations including Grainger, Experience Grand Rapids, Coca Cola, Amway Hotel Corporation, and DRIVEN, a modern communications and branding firm.

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 in need of revitalization. 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.

In 2013, Michigan tourism industry volunteers came together to renew and refresh the Waterloo Recreation Area's Historic Mill Lake Outdoor Center in Chelsea. More than 100 tourism volunteers spent the day removing the furnishings and damaged walls and ceilings, staining the exterior of the cabins, and clearing debris. The Michigan Cares for Tourism event jumpstarted the commitment to fully restore the cabins and infrastructure to once again welcome visitors.

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

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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