Pure Michigan Encourages Statewide Strength and Unity with "Two Peninsulas, One Pure Michigan" Message

Contact: Kathleen Achtenberg achtenbergk@michigan.org

Pure Michigan is sharing a new effort around “Two Peninsulas, One Pure Michigan” to spread a message of strength and unity as residents throughout the state stay home and stay safe to combat the continued spread of COVID-19. The #ONEPureMichigan initiative is intended to serve as a reminder to residents of the value of unity, connectedness and hope even as we are socially distancing.

“As we continue to make every effort to flatten the curve in the face of the COVID-19 virus, we want to remind people that no one is in this alone – we are all one Pure Michigan,” said Dave Lorenz, vice president of Travel Michigan, part of the Michigan Economic Development Corporation. “The Pure Michigan campaign has served as a unifying force during other hard times, and through our Two Peninsulas, One Pure Michigan message, we hope to instill the value of staying united at a time when it is needed most.”

The **michigan.org** website now offers a downloadable worksheet with Michigan history facts for parents to print and use as a resource while homeschooling their kids, and digital postcard templates for people to add their own photos from home and share on social media. Videos that connect our favorite outdoor activities that have now become indoor activities will play on Pure Michigan’s social media channels as well as on select TV stations, which have offered free airings. The Pure Michigan social channels will also encourage residents to showcase their Michigan pride on social media with Facebook profile overlays and Instagram stickers.

In addition, thanks to Adams, Digital Outdoor Advertising, International Outdoor, and OUTFRONT Media, who have donated 55 free digital billboards, essential workers and others required to travel will also see the uplifting Two Peninsulas, One Pure Michigan message. The billboards will be displayed in select markets around the state.

The michigan.org website and the Pure Michigan's **Facebook**, **Instagram** and **Twitter** channels continue to be a resource for future trip planning, featuring unique destinations throughout the state, road trip and itinerary suggestions and the ability to order the free **Pure Michigan Summer Travel Guide** – also available **digitally**. Additionally, michigan.org continues to feature new ways to **Travel Michigan Virtually While Planning Your Vacation**.

Michigan lovers can show their Michigan pride with a "Two Peninsulas, One Pure Michigan" t-shirt. With each purchase, $5 will go to the **Michigan Hospitality Industry Employee Relief Fund**. T-shirts are available for $28 on **https://themittenstate.com/**. People are also encouraged to share photos of themselves in their t-shirt on social media using the hashtag **#OnePureMichigan.**

In partnership with MLive, Under the Radar Michigan, and the Michigan Restaurant and Lodging Association, Pure Michigan is planning an upcoming virtual concert series featuring Michigan musicians. Donations collected online during the event will go to the MRLA fund (**https://mrlaef.org/relief-fund.html**) that is assisting those in the tourism industry who have been negatively impacted by Covid-19. More details on the event will be announced soon.

About Michigan Economic Development Corporation
The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business and community development with the focus on growing Michigan's economy. For more information on the MEDC and our initiatives, visit **www.MichiganBusiness.org**. For Pure Michigan® tourism information, your trip begins at **www.michigan.org**. Join the conversation on: **Facebook**, **Instagram**, **Pinterest**, and **Twitter**.

Information around this outbreak is changing rapidly. The latest information is available at **Michigan.gov/Coronavirus** and **CDC.gov/Coronavirus**.

RELATED CONTENT

World Refugee Day highlights contributions of refugees, celebrates Michigan being a safe, welcoming state

MSHDA Board approves Qualified Allocation Plan and loan commitments for affordable housing developments

State celebrates June as Youth Employment Month, encourages students to seek summer jobs

Michigan Reconnect Skills Scholarships open to first 1,000 enrollees

State Land Bank Seeking Demolition Bids

$2M in COVID-19 workplace safety grants available to further protect workers; $500,000 reserved for licensed child care centers

New certification schedule launched to help Michiganders Report Work Search Activity; Call-in schedule begins June 7 for unemployment claimants certifying by phone

'Back to Work' resources help Michigan businesses find talent to fill available jobs; Michigan.gov/BackToWork is the premier source for talent, workforce services

Governor Whitmer Signs Executive Directive to Expand High-Speed Internet Access For Michiganders

Michigan celebrates immigrants, recognizes their contributions to create vibrant communities

MSHDA awards $1.8 million in Neighborhood Enhancement Program grants

MSHDA Board approves $321M in bond deals and up to $11M for affordable housing development

Statement on passage of anti-Asian hate crimes bills

70,000 MI Reconnect applicants set to receive tuition-free associate degree or skills certificate, surpassing state goal

Work Search Requirements for Unemployment Benefits to Be Reinstated

A Message from the Michigan Black Leadership Advisory Council on Voter Suppression

$800,000 in statewide grants awarded to six communities to eliminate blight and stimulate future growth

$500,000 USDA grant will support Michigan food and agriculture businesses and farmworkers

Gov. Whitmer Signs Proclamation Marking May as Asian American and Pacific Islander Month

MSHDA unveils $2 million modular housing program to create affordable builds

COPYRIGHT 2021 STATE OF MICHIGAN