

Ludington Area

CONVENTION & VISITORS BUREAU

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TO: ALL MEDIA

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FOR IMMEDIATE RELEASE

PURE MICHIGAN LIP-DUB TO PREMIER DURING DETROIT LIONS GAME ON SUNDAY

The Ludington Area Convention & Visitors Bureau (CVB) is proud to announce that the Pure Michigan Lip-Dub, which features a scene from Ludington, will premier during halftime of the Detroit Lions home opener at Ford Field in Detroit on Sunday.

Ludington was one of the 50 cities in Michigan chosen to be featured in the viral video. The crew from Status Creative was here on Friday, August 24th and filmed a group of people singing and dancing at the North Breakwater Lighthouse.

"We had a lot of fun filming our portion and are excited to see the finished product" said Brandy Henderson, Director of Marketing for the Ludington Area CVB.

Only those in attendance at the game will see the premiere of the video, but after the video airs at the Lions game around 2:45 p.m., it will be available to view on demand on the Pure Michigan website, YouTube and on the Pure Ludington Facebook Page, www.Facebook.com/PureLudington.

"We've got just a few touch ups. It's looking good and we're excited to share this video with Michigan" said Status Creative co-founder, Jeff Barrett.

Status Creative, best known for its highly successful Grand Rapids Lip Dub video, took a seven-day trip to the 50 cities to showcase all the things you can do in Michigan in one week. The video also is sponsored by Detroit-based Chrysler.

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