



Everything Michigan

## Pure Michigan tourism campaign expands to recruit residents, not just visitors

By Shandra Martinez | The Grand Rapids Pres...

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LANSING -- The successful **Pure Michigan tourism campaign** is being expanded to highlight the mitten state as a more permanent destination.

And the state is looking for residents to help with the effort by sharing why they call Michigan home.

Some of those who tell their stories in the "Why I Choose Michigan" contest will be rewarded with free getaway packages at Michigan resorts.

Contest details are available at **PureMichiganLiving.com**, a Web site announced this week that features "the people, places and things that make Michigan a great place to live, work and play."

The weeklong contest officially runs Feb. 1 with winners announced next week. Entries will become eligible for two randomly selected weekend getaway packages at either Crystal Mountain Resort & Spa in Thompsonville or the Westin Book Cadillac in Detroit.

This spinoff of the national **award-winning PureMichigan campaign** is a collaboration of the Michigan State Housing Development Authority and the Michigan Economic Development Corporation.

"'Pure Michigan Living' is dedicated to sharing the quality of life stories in Michigan communities, stories about individuals moving their families and businesses to Michigan," said Joe Borgstrom, a division director with MSHDA.

"It seeks to raise the visibility of new economy opportunities in Michigan, to highlight the people who are choosing Michigan as a place to live, shaping what is next for our state," Borgstrom added.

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