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MICHIGAN TOURISM INDUSTRY ROLLS UP SLEEVES TO REVITALIZE, REFRESH AND RENEW FAYETTE HISTORIC STATE PARK

Michigan Cares for Tourism heads to the Upper Peninsula for next clean-up event

Garden, MI – Michigan’s tourism industry is preparing to again come together to help revitalize one of Michigan’s many historic and treasured tourism destinations during the 4th Michigan Cares for Tourism volunteer clean up event. Tourism industry professionals will join forces at the historic Fayette State Park on the Garden Peninsula, in Michigan’s Upper Peninsula, October 4-6, 2015.

Once a bustling industrial community manufacturing charcoal pig iron in the mid- to late-1800s, Fayette Historic State Park offers visitors a look into the historic townsite. Twenty historic buildings set among the unmatched serenity of a Lake Michigan harbor, scenic views of white cliffs and lush forests.

“Every visitor and tourism professional I have met (who has visited the Fayette area) has shared this is a rare gem in Michigan, and one of, if not the most beautiful sites they have seen,” commented Patty Janes, Michigan Cares for Tourism Coordinator and Grand Valley State University faculty member. “I am excited to share this with 125 professionals from all around Michigan as we work hard to enhance the historic structures at Fayette, learn about the destination, and become a stronger tourism community as a result.”

On Monday, October 5, the volunteers will roll up their sleeves to clear brush on the historic horse racing track, paint the wooden fence at the Superintendent’s House, stain buildings, repair the entrance sign, and much more.

Over the past two years, at the first three volunteer locations, Michigan’s tourism industry has come out in strong support of the effort with 748 professionals volunteering their time and talents to renew and refresh the Sturgeon Point Lighthouse near Alpena, Detroit’s Belle Isle Park, and the Waterloo Recreation Area’s Historic Mill Lake Outdoor Center in Chelsea. They have contributed in excess of \$200,000 in supplies and labor savings to these locations, and have raised monies from over 100 tourism organizations to do so. Recently, The General Agency Insurance Company and McCann Erickson Detroit donated a utility trailer full of tools and supplies that the volunteers now use at each location making it easier to do more at each location.

Chartered by Grand Valley State University’s Hospitality and Tourism Management Department, Michigan Department of Natural Resources, Travel Michigan, Tourism Cares, Indian Trails, and DRIVEN, Michigan Cares for Tourism coordinates vital clean up events at treasured Michigan tourism locations 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.

For additional information about Michigan Cares for Tourism visit www.MichiganCaresforTourism.com.

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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.

Editor’s Note: Images are available upon request