



**For Immediate Release
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Holland Convention & Visitors Bureau Launches “Holland is Pure Michigan” Radio Ad

The Holland Area Convention & Visitors Bureau and Travel Michigan have teamed up to launch a 60-second “Pure Holland” radio spot as part of the state’s popular Pure Michigan campaign. “This is such a great way for us to market Holland as a fall destination,” said Sally Laukitis, Executive Director of the Convention & Visitors Bureau. “This is something we’ve wanted to do for a long time!”

Michigan actor Tim Allen, the voice of the very popular Pure Michigan television and radio ads, is the voice of the Holland commercial as well. The commercial has been in the works since late June when Laukitis gathered representatives from various local tourism entities to brainstorm with Travel Michigan staff and McCann-Erickson, Travel Michigan’s PR agency responsible for the Pure Michigan campaign. “We spent a lot of time talking about what makes Holland so special in the fall, with each representative providing input. Travel Michigan and the McCann folks went back and synthesized all of the information and presented us with a draft commercial. After some minor tweaks, the commercial has become a reality!” It will air in the Fort Wayne, South Bend, Toledo, and Lansing markets for five weeks, beginning September 6. “Holland is so beautiful in the fall! We really wanted to share that beauty with our neighbors to the south and east!” To support the radio spot, the Convention & Visitors Bureau is launching a print campaign that includes advertisements in *Redbook*, *Ladies Home Journal*, *Woman’s Day*, *Midwest Living Magazine*, *USA Today Magazine*, and *AAA Living Magazine Chicago & Northwest Indiana*.

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