

Ludington Area

CONVENTION & VISITORS BUREAU

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TO: ALL MEDIA

FROM: Brandy Henderson, Director of Marketing, 231.845.5430

FOR IMMEDIATE RELEASE

PURE MICHIGAN MUSTANG JOINS FREEDOM FESTIVAL PARADE WITH LUDINGTON AREA CONVENTION & VISITORS BUREAU

The Ludington Area Convention & Visitors Bureau (CVB) is proud to announce that the Pure Michigan 400 Roush Mustang will be making its way down Ludington Avenue as part of the 2012 Freedom Festival grand parade.

The Pure Michigan Mustang will be accompanying the Ludington Area CVB along the route, who will be handing out PureLudington.com beachballs to the crowd.

“We are very excited about the Pure Michigan Mustang making a stop in Ludington for the Freedom Festival parade”, said Brandy Henderson, Director of Marketing for the Ludington Area CVB. “This is a great opportunity to showcase our partnership with the Pure Michigan campaign.”

A Pure Michigan spokesperson will accompany the Pure Michigan 400 Roush Mustang and will be available for media interviews before the Freedom Festival parade. The Pure Michigan 400 Roush Mustang will lineup in Manistee and Ludington at the following times and locations:

Ludington Freedom Festival Parade

- 1:00 p.m. – Danahar Street between Madison Avenue and Staffon Street.
- 1:45 p.m. – Parade steps off.

After touring Michigan and the Great Lakes region this summer, the Pure Michigan 400 Mustang will be raffled off at the Pure Michigan 400 NASCAR Sprint Cup Series race at Michigan International Speedway on Sunday, August 19 as part of a partnership between Pure Michigan, Roush Fenway Racing and MIS.

People can visit michigan.org/mis to enter the sweepstakes, with no purchase necessary.

The online sweepstakes will run through Monday, August 6 with two 1st prize winners receiving a trip for two to the Pure Michigan 400 at Michigan International Speedway, with transportation, accommodations, tickets and pit passes for the three-day race weekend included. These two winners will be finalists in the Grand Prize drawing for the Pure Michigan 400 Roush Mustang, with one additional finalist being selected onsite during race weekend.

One hundred second prize winners will receive two tickets and pit passes for the Pure Michigan 400 race weekend, August 17-19 at MIS.

For full sweepstakes rules visit:

<http://www.mispeedway.com/mustang>.



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