

# Pure Ludington

Ludington Area Convention & Visitors Bureau

## PRESS RELEASE

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### LUDINGTON HOSTS WORLD RECORD ATTEMPT FOR LARGEST DESSERT PARTY JUNE 8

***Fourth Consecutive World Record Attempt is Signature Event of June 8-9 “Love Ludington” Weekend; Other Events include Lakestride Half Marathon, Badger Shoreline Cruise, B&B Home Tour and Pride Fest***

LUDINGTON, Mich. – *May 23, 2019* – When it comes to celebrating the beginning of summer, Ludington goes *BIG*. And 2019 is no exception, with Ludington hosting its fourth consecutive Guinness World Record attempt – [the largest dessert party](#) – as the signature event for its June 8-9 [“Love Ludington” weekend](#) to kick off summer.

Ludington’s 2019 Love Ludington weekend features the [World Record Attempt for the Largest Dessert Party](#) June 8, plus other events like the 39<sup>th</sup> Annual Ludington Lakestride, S.S. Badger Rockin' 50's Shoreline Cruise, West Shore Pride Fest and B&B Home Tour.

“Ludington is a special place to visit any time of year, but we really get excited about summer and view the ‘Love Ludington’ weekend as our official summer season kickoff,” said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. “And who doesn’t love free dessert – not to mention a full weekend of activities for the entire family?”

#### **World Record Attempt for the Largest Dessert Party – Saturday, June 8, 4 p.m.**

Visitors are invited to participate in the Guinness World Record Attempt for [the largest dessert party](#), where the current record was set in Vadodara, Gujarat in western India in October 2016 with 1,445 people.

The [Downtown Ludington Board](#), the official record holder if the attempt is successful, is planning to host at least 2,000 people at this outdoor dessert party that will feature free treats provided by more than 12 downtown Ludington businesses, plus another 13 businesses supporting the event.

While the event is free, participants should pre-register online at [EventBrite](#) (the link is also at [downtownludington.org/worldrecord/](#)) so planners can determine numbers. An online ticket does *not* guarantee a spot – the first 2,000 people who register at the event will be allowed inside. Participants should arrive between 2 and 3 p.m. at Rotary Park downtown to register in person, with the event starting at 4 p.m. Planners will attempt to accommodate as many people as possible, but participation may be capped if attendance reaches more than 2,000. The event is family-friendly, and all ages are welcome.

“The goal of Ludington’s first record attempt in 2016 – the World’s Longest Ice Cream Dessert – was to host a fun, free, family-friendly event to bring people together,” said Jen Tooman, Downtown Ludington communications and marketing manager. “The idea snowballed, and we’ve had a world record attempt event every year since. Everyone involved has so much fun, whether we break a record or not. And that’s what it’s all about.”

Sponsored by the Ludington Area Convention & Visitors Bureau, the event is organized by the Downtown Ludington Board, a non-profit supporting businesses in the Downtown Development Authority district. Treats will be provided by House of Flavors, Krave Frozen Yogurt and Candy Shoppe, Wesco, Red Rooster Coffee & Community, Timber’s Bar & Grill, Luciano’s Ristoranti, Biercamp Market, Jamesport Brewing Co., Ludington Bay Brewing Co., Old Hamlin, Kilwins Ludington, Lake Michigan Carferry and the Ludington Bed and Breakfast Association. Also supporting the event are Love Wines, Glik’s, Metro Mortgage, Gordy’s, Ludington Yacht Sales, Engine Creative, West Shore Bank, Todd & Brad Reed Photography, Farmers Insurance-Fricke Agency, Glancy Law Office, All Occasions Floral and Events, Maude's Garage, and Grateful Heart and Home.

## Other Love Ludington Events

The Love Ludington weekend features other events, including:

- [39<sup>th</sup> Annual Ludington Lakestride](#), *Saturday, June 8, 8 a.m.* – This 39-year race series provides runners a beautiful route near Lake Michigan with 5K, 10K and half marathon options. Races begin at 8 a.m. (half marathon at 8 a.m., 5K at 8:10 a.m. and 10K at 8:15 a.m.) on Lakeshore Drive in front of Nader’s Motel and Suites, and finish at Stearns Park Beach on Lake Michigan. The half marathon passes through Ludington State Park featuring a run down a sand dune plus return route along Lake Michigan. Registration fees vary, and participants can [register online](#). Packet pick-up and late registration is June 7, 5 to 8 p.m. at Lakestride Race Central at the center of Stearns Park Beach, and June 8, 7 to 8 a.m.
- [S.S. Badger Rockin' 50's Shoreline Cruise](#), *Saturday, June 8, board at 8:30 p.m.; cruise 9-11 p.m.* – Passengers can dress in 50’s rock or vintage dress attire on this shoreline cruise that will transport them back to 1953 when the S.S. Badger first set sail. Boarding begins at 8:30 p.m., with the cruise following the Ludington shoreline from 9 to 11 p.m. The \$42 ticket price includes a buffet with desserts and soft drinks, plus two cash bars with drink specials available. Kids under 5 are free. Space is limited, and tickets can be purchased [online](#) by phone at 231-845-9614, or at the Ludington Ticket Office at 701 Maritime Dr.
- [West Shore Pride Fest](#), *Sunday, June 9, 12-8 p.m.* – The third annual West Shore Pride Fest celebrates LGBTQ+ pride with performances, food, non-profit organizations and pro-equality vendors at this free, family-friendly event at Rotary Park. Performances feature Bog Wizard, Logan Monson, Stage Left Theater Company and Mary Miller & Family.
- [Love Ludington B&B Home Tour](#), *Sunday, June 9, 1-4 p.m.* – See stunning craftsmanship of the lumber era in addition to beautifully designed newer homes both downtown and on the outskirts of Ludington, with five B&Bs open for tours: [Candlelite Inn Bed & Breakfast](#), [Cartier Mansion Bed & Breakfast](#), [The Lamplighter Bed & Breakfast](#), [Ludington House Bed & Breakfast](#) and [Shining Light Inn Bed & Breakfast](#). Tickets are \$10 per person, and all proceeds will be donated to the [Lakeshore Resource Network](#). Each B&B also will collect canned goods and other non-perishable items for the Ludington Food Club. Tickets will be sold the day of the event at all B&Bs except Cartier Mansion.

## Other Ludington Summer Highlights

In addition to the Love Ludington weekend, Ludington has a [full calendar of summer events and activities](#):

- [Live in the Plaza](#) (live music), James Street Plaza (Thursdays May 23 through Aug. 29)
- [Ludington Farmer’s Market](#), James Street Plaza (May 24-Sept. 20)
- [Veterans Memorial 150 Race](#) (May 25-27)
- [Gus Macker 3-on-3 Charity Basketball Tournament](#), Lakeshore Drive, (June 15-16)
- [Michigan Coast-to-Coast Gravel Grinder](#), Stearns Park Beach (end for 210-miler/start-end for 100-miler), June 22
- [Bus Days to Big Sable Point Lighthouse](#), Ludington State Park (June 22, July 11, July 27, Aug. 17, Sept. 21)
- [Concerts at the Amphitheater](#), Ludington State Park (Saturdays and Wednesdays, June 22 – Aug. 24)
- [Sunset Beach Bonfires](#), Stearns Beach (June 27, July 25, Aug. 22)
- [Fourth of July Freedom Festival](#) downtown and [Fourth of July Shoreline Fireworks Cruise](#), S.S. Badger (July 4)
- [Scottville US 10 & 31 Celebration](#) (July 13)
- [Ludrock](#), Waterfront Park; [West Shore Art Fair](#), Rotary Park (July 6-7)
- [Friday Night Live](#), downtown (July 12, 19 and 26; Aug. 2)
- [Ludington Offshore Classic Fishing Tournament](#), Waterfront Park (July 18-24)
- [Pirates of Lake Michigan Shoreline Cruise](#), S.S. Badger (July 24)
- [West Shore Bank Rhythm & Dunes](#), Waterfront Park (July 27, Aug. 3)
- [Downtown Ludington Sidewalk Sales](#) (Aug. 2-4)
- [Movies in the Park](#), Rotary Park (Thursdays in August)
- [35<sup>th</sup> Annual Gold Coast Artisan Fair](#), Rotary Park (Aug. 10-11)
- [BON VOYAGE to Summer Shoreline Cruise](#), S.S. Badger (Aug. 14)
- [Suds on the Shore Craft Beer & Wine Festival](#), Rotary Park (Aug. 17)

***About Ludington***

Located on the shores of Lake Michigan with miles of beachfront and water access, Ludington offers a quintessential “Up North” experience close by. Ludington and surrounding Mason County deliver the perfect combination of unspoiled natural resources and unrivaled outdoor recreation with quaint, small-town charm. And it’s all within easy reach, located at the intersection of U.S. 31 and U.S. 10. For information about the Ludington area including lodging, events, and other tools to help plan a Ludington getaway, visit [PureLudington.com](http://PureLudington.com), [facebook.com/PureLudington](https://facebook.com/PureLudington), [twitter.com/pure\\_ludington](https://twitter.com/pure_ludington) and [instagram.com/pureludington](https://instagram.com/pureludington); or call (800) 542-4600.

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