



MEDIA ADVISORY

Buy Michigan Now Organizes Pledge Drive at Michigan State University

- WHO:** Lisa Diggs, Buy Michigan Now Founder
PRSSA Hubbell Connections, Michigan State University
- WHAT:** Buy Michigan Now pledge drive to promote awareness among students to “think Michigan first” through activities, entertainment and raffles.
- WHEN:** Thursday, April 29, 2010
10 a.m. – 3 p.m.
- WHERE:** “The Rock”
Michigan State University
East Lansing, Mich.
located next to the Auditorium
- WHY:** Buy Michigan Now is a campaign that promotes the idea to buy Michigan-made products and from Michigan-based businesses in order to build a strong, vibrant and diverse Michigan economy. Buy Michigan Now encourages Michigan citizens to commit to buying local products and taking action to improve Michigan’s economy by signing a pledge in person, or online, which can be found at www.buymichigannow.com/pledge.php.
- Our objective for this pledge drive is to create awareness for Buy Michigan Now and increase the number of pledges by connecting Michigan State University students and the local business community. In order to create awareness, we are raffling off gifts to students who sign the pledge. There will be games and various forms of entertainment as well.
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