

# Buy Michigan Now Pledge Drive News Release

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## Buy Michigan Now Hosts Pledge Drive at Michigan State University

East Lansing, Mich. – Buy Michigan Now, a nonprofit that promotes buying Michigan-made products to increase Michigan's ailing economy, will host a pledge drive on Thursday, April 29, 2010 from 10 a.m. - 3 p.m. at The Rock located at Farm Lane and Auditorium Road on Michigan State University's campus.

Buy Michigan Now promotes the idea to buy Michigan-made products and support 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 to take action in order to improve Michigan's economy by signing a pledge in person, or online, which can be found at [www.buymichigannow.com/pledge.php](http://www.buymichigannow.com/pledge.php). Student volunteers will be on hand to collect pledges from students, faculty and University staff throughout the day.

The objective for the 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, gifts from various local businesses including Forest Akers Golf Course, Biggby Coffee and Common Ground Music Festival will be raffled off to students who sign the pledge. At 2 p.m. there will be a performance by the student run a cappella group, Capital Green and the MSU break dancing club will also be in attendance.

### **About Buy Michigan Now:**

*Buy Michigan Now challenges supporters of the state to factor Michigan into our buying decisions. When possible, buy locally. When making any purchasing decision, we encourage you to Think Michigan First! If the quality, availability, and price meet with your needs, spend your money within our state. As individuals, most of us are not in a position to lure new industries here, save jobs, or revitalize the automotive industry, but we can all do something to create positive change. Begin by visiting "Our Pledge" on the Buy Michigan Now Web site and add your name and city to the increasingly long list of people committed to creating a brighter Michigan future. Then examine your current buying habits and look for ways to Think Michigan First.*

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