



NEWS

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FOR IMMEDIATE RELEASE

Tall Ship Celebration Wins State Support

[*Bay City, Michigan*] With the longest shoreline of all the Great Lakes states, thousands of inland lakes, hundreds of lighthouses, shipwrecks and Tall Ships of its own, Michigan has much to share by way of maritime history. For the first time in 2006, the Michigan Council for Arts and Cultural Affairs (MCACA) set aside some of its \$9.8 million appropriation to support the State's maritime organizations and destinations. Tall Ship Celebration: Bay City received \$22,500 of that fund to support its extensive marketing efforts.

"Since the first Tall Ship Celebration event in 2001, the Board of Directors has been committed to maximizing the economic impact of the event for Bay City and the mid-Michigan region," explained Patti Stowell, Marketing Chair. "We know we have to invest heavily in marketing to generate the interest in the event and visits to the region that translate directly into revenues for area shops, restaurants and hotels. The MCACA grant will help to offset more than \$100,000 in marketing expenses to promote the 2006 event."

As the only Michigan port on the American Sail Training Association's 2006 Great Lakes tour, Bay City will host the largest gathering of Tall Ships in the State July 20—23. Tall Ship Celebration is an award-winning maritime festival featuring international maritime musicians, hands-on art and craft activities for children, a fine art show and other forms of entertainment in addition to ship tours.

The grant was awarded through the MCACA Peer Review Process and was one of nearly 400 applications to compete for MCACA fiscal year 2006 funding. A panel of in-state and out-of-state arts and culture professionals reviews each grant application in the competitive process to ensure the highest quality arts and cultural experiences are available to visitors and residents. A complete list of grant awards is available by contacting MCACA at 517.241.4011 or by visiting the organization's website at www.michigan.gov/arts.

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Organizations receiving MCACA grant awards are required to match those funds dollar for dollar with other public and private funds. Matching requirements for Tall Ship Celebration will come from sponsorship investment and event income. Tall Ship Celebration 2006 is presented by The Bay City Times, sponsored by Dow Corning Corporation and St. Mary's of Michigan with additional support from The Dow Chemical Company, Blue Cross/Blue Shield of Michigan, S. C. Johnson and Independent Bank.

For more information about Tall Ship Celebration, contact Event Coordinator Shirley Roberts at 989.893.1222 or Marketing Chair Patti Stowell at 989.894.8227.

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