

BUY MICHIGAN NOW AND DOWNTOWN NORTHVILLE ANNOUNCE WEEK'S PLANS FOR JULY 27-AUGUST 2 FESTIVAL

(Northville, June 23, 2009) – **Downtown Northville** and **Buy Michigan Now** are **hosting a week-long Michigan party July 27-August 2**. The **Buy Michigan Now Festival** will celebrate and promote Michigan businesses and is geared toward revitalizing the state's economy.

Participating organizations will all be Michigan-based. Vendors and exhibitors will be on hand all week to describe services, offer tastings, and to demonstrate and sell their products. Weekdays have been themed to draw special attention to specific emerging industries and opportunities, which include:

- **Monday – Going Green in the Eco-Peninsula:** Michigan is positioning itself to emerge as a leader in the fields of renewable energy, alternative fuels, and protecting our environment. Events on Monday will explore the potential economic impact of this expanding industry as well as helping consumers to go green and save green.
- **Tuesday – Family, Fun, and Food:** Building pride, and local buying habits, from an early age will help Michigan thrive for years to come so Tuesday is dedicated to inspiring the next generation.
- **Wednesday – Wellness Wednesday:** A healthy, productive population leads to a stable economy and Wednesday is all about health, wealth, and fitness.
- **Thursday – Creating Commerce:** Michigan's booming agricultural industry will be showcased at the Northville Farmers' Market. Additionally, since the new Michigan will emerge with a much more diversified economy, Thursday is dedicated to helping entrepreneurs and professionals strengthen their skills across a wide variety of industries.
- **Friday – Cultivating a Creative Economy:** The state has long been known for its deep well of artistic talent, and now, more than ever, creativity is having a definitive economic impact. Friday's events put a spotlight on the arts and kick-off a weekend full of fun.
- **Saturday & Sunday – Made in Michigan Exploration & Celebration:** The week culminates with a showcase of Michigan talent, innovation, and products that is a celebration of our community and a brighter, greener economic landscape.

A final list of entertainment, seminars, and vendors will be announced at a later date. Buy Michigan Now Festival attendees will also enjoy downtown Northville events happening throughout the week including the Tunes on Tuesdays concert featuring Palamazoo (July 28), Northville Grub Crawl (July 28), Northville Farmers Market (July 30), and the Summer Friday Night concert featuring 50 Amp Fuse (July 31), and Sidewalk Sales (July 31 & August 1).

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Launched in 2007 by Lisa Diggs, Buy Michigan Now is a statewide initiative to inform, educate and encourage Michiganders, organizations and consumers alike, to support the local economy by purchasing products and services made in Michigan and from Michigan-based companies.

“The Buy Michigan Now campaign is about heightening awareness and revitalizing our state’s economy one product, one purchase, and one business at a time. We are very excited to be working with Northville to celebrate Buy Michigan Week. Their vibrant art, restaurant, and retail community is representative of great towns all over the state, and provides an ideal showcase for the bright spots in Michigan’s blossoming new economy,” said Lisa Diggs.

The Buy Michigan Now initiative is further enhanced by **the official proclamation from Michigan Governor Jennifer M. Granholm stating that the week of July 27, 2009 is Buy Michigan Week in Michigan.** In the proclamation, Governor Granholm states her support of the initiative “I encourage all residents of this state to take advantage of the many great products and services that the state of Michigan has to offer by buying Michigan first.”

“Northville is excited to host the Buy Michigan Now Festival. This event will highlight many wonderful products, services, events and industries available in Michigan. Partnering with the Buy Michigan Now campaign is the perfect fit as we continue our own efforts to support local merchants and the local economy,” added Lori Ward, director of the Northville Downtown Development Authority.

Huntington Woods-based Ta-Dah Productions will produce the week’s festivities. For information on vendor opportunities, contact Vicki Howard at Ta-Dah Productions at 248-548-2324 or ContactUs@Ta-Dah.com. **Michigan vendors interested in participating in the Buy Michigan Now Festival can also download an application form at www.Ta-Dah.com.**

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