

**For Immediate Release**

March 17, 2017

**Contact:**

Bob Lukens, 231-724-3103

[bob@visitmuskegon.org](mailto:bob@visitmuskegon.org)

Caitlin Ward, 231-332-3851

[caitlin@visitmuskegon.org](mailto:caitlin@visitmuskegon.org)

## **Muskegon County Convention & Visitors Bureau Rebrands as Visit Muskegon**



Muskegon, MI – The Muskegon County Convention & Visitors Bureau is rebranding itself as **Visit Muskegon**. In order to create a new visual identity that conveys the character and allure of this Michigan Beachtown<sup>SM</sup> to prospective leisure visitors, meeting and convention planners, group tour operators, and sports tournament directors, Visit Muskegon conducted a contest to involve the local community and seek out a creative, innovative, and professional logo design.

The competition resulted in a new logo from designer Amy Fodrocy-Crago of Fodrocy Design of Muskegon. Fodrocy-Crago prevailed over 20 other talented artists and 30 submissions by producing a design that lends itself to tourism with a play on the word Muskegon, and incorporates sun and water elements, two of the main themes in this Lake Michigan shoreline community. She also created two variations of the logo for Visit Muskegon’s fall and winter marketing campaigns.

“We believe this new, visually appealing logo will be well received by potential visitors and look forward to using it as a tool to advance Muskegon County as a premier Midwest vacation, sports, and meetings destination,” said Bob Lukens, CDME, director of Visit Muskegon. “The logo will easily be incorporated into our advertising and marketing materials moving forward, so expect to be seeing a lot more from Visit Muskegon in 2017.”

For several years the Muskegon County Convention & Visitors Bureau has been incorporating “Visit Muskegon” into its marketing: the organization’s website URL is [www.visitmuskegon.org](http://www.visitmuskegon.org), its social media channels are identified with the Visit Muskegon moniker, and destination marketing organizations across the United States are rebranding to incorporate calls to action in their names.

“We want people to Visit Muskegon to see the amazing things that are happening here,” Lukens said. “We’re growing rapidly as a visitor destination, and we’re changing our messaging to reflect that growth and excitement.”

-- more --

VISIT MUSKEGON – add one:

For additional information about Visit Muskegon or Muskegon County, Michigan, or to request a copy of the official Muskegon County Visitors Guide, go to [www.visitmuskegon.org](http://www.visitmuskegon.org) or call 800-250-9283.

-- 30 --

*Visit Muskegon is the official destination marketing organization for Muskegon County, Michigan, located along the shores of Lake Michigan in the fast-growing Grand Rapids-Muskegon-Holland Combined Statistical Area (CSA). The region is home to a population of over 1.4 million people, and is ranked as America's 38<sup>th</sup> largest CSA.*