



Press Release

Southern Wayne County Regional Chamber
Taylor, Michigan

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FOR IMMEDIATE RELEASE

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Michigan's Big Show with Michael Patrick Shiels to Highlight Destination Downriver Campaign with Live Remote Broadcast from Elizabeth Park in Trenton, Michigan

TRENTON, MI – Syndicated radio host Michael Patrick Shiels will broadcast live from Elizabeth Park Pavilion – Chateau on the River on Thursday, July 30th from 6-9:00 AM. Listeners across Michigan will hear Michael Patrick speaking with a number of guests about the many and varied experiences the Downriver region offers visitors, families and entrepreneurs. The show will be co-hosted by Southern Wayne County Regional Chamber president/CEO Ron Hinrichs.

Michigan's Big Show is working in conjunction with Destination Downriver, a coalition of like-minded organizations and individuals who are pulling together opportunities and resources to market and brand the Downriver communities, telling the world what is special about the area. The show will feature guests like Congresswoman Debbie Dingell, Travel Michigan VP Dave Lorenz, area Downtown Development Authority leadership, the Downriver Community Conference, the Southern Wayne County Regional Chamber, Stephanie Prechter (philanthropist and daughter of renowned automotive entrepreneur Heinz Prechter), Wayne County Community College District, the Friends of the Detroit River and Downriver Linked Greenways, along with other business and community leaders all relating their perspectives on this unique region of our state.

Listeners will learn about Destination Downriver's branding and economic development role in helping tell the stories about 18 participating Downriver communities and the many unique

businesses and attractions they offer visitors and job providers. According to Southern Wayne County Regional Chamber CEO Ron Hinrichs, *“Thursday’s show will touch on the great dining, unique shopping destinations and one-of-a-kind outdoor experiences within our region like North America’s only International Wildlife Refuge and the over 200 miles of trail and waterways that link our communities for a complete outdoor experience.”*

The public can hear the show online, which airs from 6-9 AM this Thursday, July 30th, by visiting MiBigShow.com or the free app: Michigan’s Big Show both for live streaming and the podcasts afterward.

For more information on Destination Downriver and details on how you can participate in this collaborative effort visit www.destinationdownriver.com.

Be sure to follow the Southern Wayne County Regional Chamber on Facebook at facebook.com/SWCRC and the Chamber website at www.SWCRC.com for all the latest news and events.

The Southern Wayne County Regional Chamber provides businesses and organizations across the Downriver region with the opportunities and resources to engage and network with other businesses, enhancing financial growth, professional development, and the ability to contribute to a thriving community environment.

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Photo Caption: Michael Patrick Shiels, host of statewide syndicated radio show, “Michigan’s Big Show,” joined Downriver community and business leaders for the “Reopening Downriver” ribbon cutting celebration in Taylor on July 1. Shiels will be joining Downriver leaders once again for a live remote broadcast of his radio program focusing on “Destination Downriver,” an initiative designed to share the many stories illustrating what makes the region a special place to visit, launch a business, and to raise a family. The program will be streamed live on the “Michigan’s Big Show” website, MiBigShow.com on Thursday, July 30 from 6-9:00 AM.