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FOR IMMEDIATE RELEASE

Michigan Festivals & Events Association Receives  
Professional or Organizational Development Minigrant

October 16, 2015 Chesaning, MI- Executive Director Sue Bila is pleased to announce Michigan Festivals & Events Association (MFEA) has received a \$1,000 Minigrant from the Michigan Council for Arts and Cultural Affairs (MCACA). The grant was awarded through the MCACA Region 5 Review Panel and was one of 291 applications to compete for MCACA fiscal year 2016 funding.

With this funding the MFEA staff will work with qualified individuals to train the staff in InDesign for ad and publication development; WordPress for web enhancement with michiganfun.com, and Social Media, i.e. Facebook, Twitter, Pinterest, YouTube, etc.

With our newly gained knowledge and training MFEA will plan to share this information with Michigan's underserved communities to assist and aid in their planning of many successful events. Through the knowledge MFEA gains from this training, and with the trainers' assistance, future MFEA Conventions will offer a complimentary training workshop and/or labs in InDesign to better assist MFEA members and those communities wishing to learn and improve their advertising skills.

Organizations receiving a MCACA grant award are required to match those funds with other public and private dollars. Local support of the project included Michigan Festivals & Events Association (MFEA) members through their membership and purchasing ads for the brochure. MFEA also acquires the match through educational seminars and conventions offered to Michigan communities, members as well as non-members.

We are thankful for our corporate sponsors, Michigan Department of Agriculture, Michigan Council for Arts & Cultural Affairs, LA Link Adverting Inc., Printwell, Pepsi, McDonald's, Michigan Brewers Guild, Jack Daniels, Century Link, Koegel's, AAA, and Michigan Business Network.

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