



For Immediate Release
May 1, 2015

Ross Woodstock
Kolt Communications, Inc.
(517) 706-0001/(517) 410-7636
ross@koltpr.com

An Evening With Earvin “Magic” Johnson Was Truly a Night to Remember

(Lansing, MI) – It was a million dollar evening in more ways than one as the Greater Lansing region joined together with hometown hero Earvin “Magic” Johnson to raise an astounding \$1 million dollars for the Lansing Promise Scholarship Program. The occasion was a dinner fundraiser co-hosted by the Lansing Regional Chamber of Commerce Economic Club and Lansing Promise. Nearly 1,000 attended the event held at the Lansing Center, according to media reports.

“It absolutely was rewarding to see the overwhelming support for the Promise scholarship program that is already making it possible for Lansing students to pursue future careers and vocational educations,” said Deb Muchmore, chair of the Lansing Regional Chamber Economic Club. “The funds we raised through this event for scholarships will help so many more students in our own community get ahead in life through the opportunities that the college experience makes possible.”

Earvin Johnson’s appreciation and commitment to the region was evident in his presence at the event and his own contribution of \$300,000 to Lansing Promise, for which the community is deeply appreciative. Throughout the evening, Earvin emphasized his commitment to helping young people in Lansing achieve a college education and realize their dreams in life.

“The funds that Earvin Johnson has raised will not only support students in Lansing, they will help this region achieve greatness by developing the next generation of talent that will allow our employers to effectively compete in the global economy,” said Tim Daman, president and chief executive officer of the Lansing Regional Chamber of Commerce. “The Lansing Regional Chamber is proud to have played a key role in this historic event.”

-more-

Lansing Economic Club News Release Page Two

Area companies stepped to the plate with sponsorships that played a key role in making the event so successful, including: Comcast, Accident Fund Holdings, Inc., Farm Bureau Insurance, SodexoMAGIC, Dean Transportation, United Healthcare, Michigan Business Network, Emergent BioSolutions, Greater Lansing Convention and Visitors Bureau, Joe D. Pentecost Foundation, Michigan State University, Dart Foundation, Lansing Community College, Capital Region Community Foundation, AT&T, Lansing Rotary, PNC Bank and M3 Group.

The mission of the Lansing Chamber of Commerce (LRCC) is to be the preeminent business advocacy organization in the Greater Lansing region by collaborating for economic growth, creating new opportunities for our members and upholding pro-business ideals through the advancement of sound public policy. More information about LRCC and its programs and services can be found on any of its social media platforms, including www.lansingchamber.org, Facebook, Twitter (@LansingChamber), LinkedIn and YouTube.

####