



FOR IMMEDIATE RELEASE
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CONTACT: Sara Parkinson, LEAP
(517) 897-1678

Under the Bridge crowd funding campaign reaches half-way point from company contributions

Indian Trails, Feldman Chevrolet, and Gillespie Group make pledges to campaign

LANSING, MI – With 15 days left in the Under the Bridge campaign, many private-sector organizations have recently committed to support the campaign. This project will transform a critical intersection along Michigan Avenue and the US127 overpass and will create a vibrant pedestrian and biker-friendly gateway connecting the cities of Lansing and East Lansing.

In addition to offering the location for the kick-off event for Under the Bridge, **Indian Trails** has contributed \$5,000 to the campaign. Gordon Mackay, President of Indian Trails, Inc. and Michigan Flyer, LLC said, “This project’s art and lighting features will really enhance a key transportation point on the corridor, all while instilling a sense of local flavor and pride. Indian Trails/Michigan Flyer is proud to provide its support for this project.”

Feldman Chevrolet of Lansing has announced a contribution of \$5,000 to this campaign and has offered strong support of corridor revitalization. President and CEO, Jay Feldman said, “Feldman Chevrolet is excited to be supporting this great project that fits so nicely into our shared vision for a more beautiful Michigan Avenue, which is very much a focus as we invest in our own space along the corridor.”

Gillespie Group confirmed this week to make a pledge of \$1,000 toward the campaign.

The funding will be used to install vandalism-resistant and maintenance-friendly lighting as well as four large murals and additional artwork to the bridge overpass which will be completed by local artist, Brian Whitfield. If the campaign reaches its crowd funding goal of \$50,000 by September 11, the Michigan Economic Development Corporation will provide an additional \$50,000 matching grant through the Public Spaces, Community Places program to fund the program.

“The Under the Bridge project will revitalize a critical area of the entire region and the level of private-sector support we have received thus far is phenomenal. It shows that these companies are passionate about this placemaking initiative and their commitment to talent attraction and showcasing this global community,” said Bob Trezise, President and CEO of LEAP.

For more information about the project and the campaign or to make a pledge, please visit www.patronicity.com/underthebridge.

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The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where business can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region. For more information about LEAP, please visit www.purelansing.com.