



m e s s a g e m a k e r s

...for communication results

CONTACT: Jennifer Elspeth Crawford
517-482-3333 (office), 517-482-9933 (fax)
E-mail: crawford@messagemakers.com

FOR IMMEDIATE RELEASE:

OLD TOWN PILLAR TO CELEBRATE 30 YEARS OF BUSINESS

Lansing, MI (December 11, 2007) – Message Makers, the first media company to move to Old Town Lansing, is celebrating its pearl anniversary with an open house and studio tour on Wednesday, December 12, 4-7 p.m. at its world headquarters, 1217 Turner St. – one of the oldest commercial buildings in Lansing.

“We make people cry and laugh, motivate them to think and inspire them to take action,” said Terry Terry, founder and president. The firm’s work spans the areas of creative media, event production and instructional design – and covers the globe.

Message Makers produces Harley Owners Group’s leadership training programs worldwide – in the U.S., Australia, Europe and Canada – which includes developing curriculum and media in seven languages and designing and producing the “event experiences” in all of these locations on site. They’ve traveled for International Schools across Africa, South America, Europe, India, and Nepal – and worked with national and local organizations including the National Association for Family Child Care, the American Red Cross, Triton Industries, Michigan State University, the Lansing Chamber of Commerce and many more.

Even with employees in three states and projects worldwide, Message Makers remains strongly rooted in Old Town Lansing. Terry attributes the quality of life, access to talent, low cost of living, a variety of available transportation options and the great art and cultural community as reasons that Message Makers finds Lansing to be the best place to base its operation.

Message Makers moved to Old Town in the early 1980s, when it was a “ghost town,” according to Terry. He renovated the building that became Message Makers’ headquarters. During that period, Terry facilitated creative forums that spawned the vision for what has become Old Town – a shift from its former rough-and-tumble image. Message Makers served as the PR force behind this effort. The company’s support for Old Town extends to all of its festivals – and it is a founding sponsor for the Lansing JazzFest and Old Town BluesFest.

- more -





m e s s a g e m a k e r s

...for communication results

Terry is currently renovating the old Mustang Bar building to provide a facility expansion for Message Makers, loft apartments, and a 3,000 sq. ft. rental space he hopes will attract an upscale restaurant to further round out the Old Town experience.

“We’ve seen a lot of changes over the last 30 years,” says Terry. “Technologically, we’ve gone from typesetting and slide shows to using state-of-the-art high-definition cameras and editing systems. Plus the Internet simplifies moving media around the world from Lansing.

“Some things remain the same, however: a commitment to creativity and a focus on our customers’ needs and stories.”

Kim Sibilsky, Executive Director, Michigan Primary Care Association, agrees. “We are proud that the MPCA video produced in partnership with Message Makers has received its second award” – a Healthcare Advertising Award and a Silver Telly in 2007’s competitions. “Thanks to Message Makers’ expertise, guidance and creativity, MPCA’s video effectively tells the story of community health centers and how they benefit Michigan’s communities and citizens.”

Beyond its collection of media awards, this focus has drawn in like-minded media professionals – some of which, like videographer Ian Busch, are award-winners in their own right. “Working at Message Makers has given me a ton of experience working with cutting-edge digital media and high-definition video,” says Busch. “The creative staff make it exciting to come in to work and produce new experiences for our clients worldwide.”

The open house will feature “media, music and merriment.”

Note for media:

Visuals - Video demos and studio tours

Refreshments - Food and beverages provided

#

