



MessageMakers

experiences that transform

messagemakers.com

1217 Turner Street

Lansing MI 48906 USA

tel +1 (517) 482.3333

fax +1 (517) 482.9933

CONTACT: Linda Burnham
517-482-3333 (office), 517-482-9933 (fax)
E-mail: burnham@messagemakers.com

FOR IMMEDIATE RELEASE:

TERRY TERRY AWARDED GREATER LANSING CATALYST FOR CHANGE

Lansing, Mich. (Dec. 8, 2010) - MessageMakers is pleased to announce that its president and founder, Terry Terry, was honored with the 2011 Greater Lansing Catalyst for Change-Individual Award at the "Greater Lansing on Top" annual dinner, presented by Capital Area Michigan Works! and Leap Inc. (Lansing Economic Area Partnership).

This first annual awards program was designed by Leap and Capital Area Michigan Works to "celebrate the impossible," explains Pam Jodway of Leap Inc. "They dream, explore and question, powered by the belief that something wrong can be made right, that there might be a better way. Time and time again, they create beneficial change. They embrace the opportunity to ask 'what if?'"

"Our 2011 Greater Lansing Catalysts for Change are driving transformative change for this region that will propel us forward for years to come."

For over 30 years, Terry has served as a catalytic force behind the renaissance of Lansing's "Old Town" historic commercial district as the arts epicenter of the Greater Lansing region. When few thought that the north Lansing area could make it, Terry saw great potential.

Terry explains that "What I've done every day is to think about how I can make things better in the community—and every day I do something. Almost always, these efforts involve other people—introducing them to how great the community is and getting them involved."

"I've been very fortunate to be surrounded by great people who watch out for one another, have fun together, and care for one another. This is what community is about."

- more -



MessageMakers

experiences that transform

messagemakers.com

1217 Turner Street

Lansing MI 48906 USA

tel +1 (517) 482.3333

fax +1 (517) 482.9933

MessageMakers moved to north Lansing in 1982. In 1984 Terry co-founded the nonprofit Michigan Institute for Contemporary Art (formerly Old Town Business & Art Development Association). MessageMakers' building served as the ad hoc headquarters for Old Town's public relations as it grew into the arts center it is today.

Terry and other artists first conceived of the First Sunday Gallery Walk, opening the doors to art galleries in the greater Lansing area—now a cornerstone arts event for the area.

With a few other artists, he rehabilitated historic, architecturally beautiful buildings, started several art galleries and music events (Lansing JazzFest, Old Town BluesFest and more) that drew attention to the area, and facilitated visioning meetings to pull the greater community together to focus on arts and revitalization in this area that took on the name he promoted: Old Town. Terry's efforts helped to gain national Main Street status for Old Town.

Terry's philosophy is to use the arts to create an "open space" in which to make new friends, meet old friends and have conversations about bettering the community.

Since these efforts started, tens of millions of dollars (private and public) have been invested in restoring buildings and hundreds of new businesses have been opened in Old Town.

* * *

Capital Area Michigan Works! is a mid-Michigan resource for job seekers, career placement services and employers seeking qualified candidates. See www.camw.org for more information.

Leap Inc. (Lansing Economic Area Partnership) was founded in 2007 with one goal: to create a business resource that would give companies across industry sectors and sizes an easy way to tap into all the economic development resources the Greater Lansing area has to offer. Find out more at www.leapinc.biz.

MessageMakers produces experiences that transform worldwide in a number of arenas: events, video and learning programs. For more information, visit www.messagemakers.com.

###