



MessageMakers

experiences that transform

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FOR IMMEDIATE RELEASE:

COMMUNITY BUILDER AWARD FOR MESSAGEMAKERS

Lansing, Mich. (August 6, 2009) - MessageMakers has been announced the recipient of a Michigan State University Community Builder Award.

The Community Builders program was developed to bring visibility to the connections between MSU and mid-Michigan businesses and organizations—connections that play a pivotal role in making the region a great place to live, work and invest. MSU Community Builder Awards are presented by Michigan State University and Leap, Inc. (Lansing Area Economic Partnership).

To be eligible for Community Builders recognition, collaborations with MSU must provide broad and enduring community impact; advance regional economic development and quality of life; have mutual benefits for both MSU and the business or community organization; and advance the public good.

“It was a pleasure working with Terry Terry and the staff at MessageMakers on the ‘A World Without Art’ and ‘Social Discourse’ projects,” says Toby TenEyck, MSU associate professor of sociology. “Without them, we would not have enjoyed the same level of success.”

“Everyone in this region gains because these entities are working with MSU, and the gains are synergistic,” said Denyse Ferguson, Leap’s President and Chief Executive Officer. “The benefits of these collaborations just build and build on each other. MSU improves, the organizations improve and the region improves. It’s like a new kind of math, where one plus one equals three. Or 30. Or 300.”

MessageMakers produces experiences that transform worldwide in a number of arenas: events, creative media (high-definition video, audio, print), and learning programs. In 2008 alone, the company won nine national awards for the quality of its work. For more information, visit www.messagemakers.com.

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