

PURE MICHIGAN<sup>®</sup>

Michigan Economic Development Corporation

BREAKING NEWS

[MichiganAdvantage.org](http://MichiganAdvantage.org)

## Why Michigan? Our case in 2 minutes

How do you respond when asked, "Why Michigan?" Why should someone start, grow or move a business here? Or for that matter, why should they want to live in -- or even visit -- Michigan?



Whether you're speaking to someone one-on-one, online or addressing a gathering of hundreds or thousands, here is a great way to start - and change - that conversation, a message worth spreading and sharing: **Why Michigan**. The two-minute video is part of the Michigan Economic Development Corporation's expansion of our successful Pure Michigan brand to better share the story of Michigan. Please feel free to add the video to your web sites or share via email or social media.

To learn more, visit [MichiganAdvantage.org](http://MichiganAdvantage.org) or join the conversation at [Facebook.com/MIAdvantage](https://Facebook.com/MIAdvantage).