

KING MEDIA

MARKETING | ADVERTISING | PUBLIC RELATIONS | DIGITAL MEDIA

E-CAMPAIGN: EXPERIENCE NATURAL BEAUTY IN THE MOTOR CITY

"There's a lot more to do. This is the beginning, not the end," said Ron Olson, Chief of Parks and Recreation for the Michigan Department of Natural Resources (DNR).

As an important partner to the DNR, we were very excited to recently visit William G. Milliken State Park & Harbor, Belle Isle Park, as well as the Outdoor Adventure Center, to view the new improvements to the city of Detroit. For most people, Detroit is known for its success in the automobile manufacturing industry. However, Detroit is more than just Motown, it is a new destination for experiencing Michigan's natural beauty, thanks to the efforts of the DNR to successfully improve the local parks and natural attractions.

William G. Milliken State Park & Harbor, located in the heart of the city, is the first urban state park in Michigan. This green oasis contains ample natural resources, showcasing domesticated plants and providing a perfect location for many outdoor activities. Belle Isle Park, the 102nd Michigan state park, is the newest recreational island park managed by the DNR. The Outdoor Adventure Center, located across from William G. Milliken State Park & Harbor, will provide many exciting simulated activities, exhibits, and displays to showcase Michigan's local natural and cultural resources, and is set to open its doors in Spring of 2015.

As an industry dedicated to its roots in Michigan, King Media is honored to support this project and help revitalize these attractions to become community gathering places once again. Immersed in the astonishing beauty of these natural scenes, our team members gained a better understanding of the DNR's plan for Detroit and generated more ideas for future initiatives. Designing creative informational brochures for the DNR was only our first step, and we believe these recreational parks will turn into a new favorite destination spot in Michigan for all residents and visitors in the near future.