

## **Calling all ice cream lovers: Help create Michigan's next big flavor!**

*DNR, Hudsonville Ice Cream and Travel Michigan partner on  
'Create a Flavor' contest and summer RV tour at Michigan state parks*

Jan. 11, 2012 – Winter forecasts may call for plunging temperatures and lake-effect snow, but three Michigan companies are putting a summer spin on a favorite frozen treat – ice cream!

Holland, Mich.-based Hudsonville Ice Cream has joined with the Michigan Department of Natural Resources and Travel Michigan to launch the “Create a Flavor” contest, inviting the public to share their ideas about what flavor best captures the many naturally great things that Michigan offers.

The “Create a Flavor” contest is the start of a campaign that will run throughout the summer with a statewide RV ice cream tour to help promote “Recreation 101,” the DNR’s popular outreach/education program at Michigan state parks. Throughout the campaign, Hudsonville Ice Cream will distribute the winning flavor – touted as the official ice cream of Michigan state parks and Pure Michigan – to retail outlets and ice cream parlors throughout Michigan and the Midwest, as well as at stops along the summer ice cream tour.

Official entries should be submitted at [www.hudsonvilleicecream.com](http://www.hudsonvilleicecream.com).

“As the No. 1 Michigan-made ice cream brand, we are thrilled to partner with two great organizations like the DNR and Travel Michigan,” said Bruce A. Kratt, director of sales and marketing for Hudsonville Ice Cream.

“Our ice cream is the perfect treat when enjoying all that Michigan has to offer – memorable vacations at the beach, family camping trips or simply taking in an evening sunset,” said Kratt. “The summer RV ice cream tour is one of the ‘sweetest’ ways to promote the Recreation 101 program to visitors at Michigan state parks.”

The Pure Michigan ice cream contest runs through Jan. 29, 2012. The winning flavor will be selected by a panel of Outstanding Outdoor Kids and celebrity judges. [Outstanding Outdoor Kids](#) will be chosen from nominations for kids who have gone above and beyond to preserve, protect and promote outdoor recreation opportunities in Michigan.

Official flavor contest entries will go through Hudsonville Ice Cream’s website, [www.hudsonvilleicecream.com](http://www.hudsonvilleicecream.com). The grand prize for the person who submits the winning ice cream flavor includes free Hudsonville ice cream for a year, a one-week stay in a Michigan state park or harbor of the winner’s choosing, a \$1,000 Meijer gift card and Pure Michigan merchandise.

“We are excited to partner with Hudsonville. Their pride in being a Michigan company matches our enthusiasm for stimulating recreation-based tourism,” said Ron Olson, chief of the DNR Parks and Recreation Division. “This campaign is an excellent way to get Michigan residents involved in encouraging others to get outside and enjoy the best of Pure Michigan – woods, water and, now, ice cream.”

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A key goal of the partnership is to build awareness of the DNR's Recreation 101 program and Recreation Passport. Rec 101 is a series of free, intro-to programs with all the gear and expert instruction included. The RV ice cream tour will also highlight the Recreation Passport – Michigan residents' \$10 ticket to Michigan state parks, recreation areas and boat launches. The Recreation Passport (which also supports state forest campgrounds, trails and historic treasures and provides grants to neighborhood parks) can be purchased by Michigan residents at a Secretary of State venue when renewing a vehicle registration. By purchasing the Passport through the Secretary of State, residents can also take advantage of the Passport Perks program that offers discounts at hundreds of local businesses throughout the state. Learn more at [www.michigan.gov/stateparks](http://www.michigan.gov/stateparks).

“Pure Michigan focuses on the people, places, opportunities and treasures that are uniquely Michigan,” said Elizabeth Parkinson, senior vice president of marketing and communications for the Michigan Economic Development Corporation. “This is a fun way to deliver an important message about the wealth of recreation opportunities in the state, as well as the unique taste of Michigan.”

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