FOR IMMEDIATE RELEASE
Kalon Kubik
(219)873-1400
kkubik@emichigancity.com

HSMAI TO HONOR #MYMICHIGANCITY LOYALTY CAMPAIGN
WITH A BRONZE AWARD IN 59th ANNUAL ADRIAN AWARDS COMPETITION

MICHIGAN CITY, IN (January 20, 2016) – The Hospitality Sales & Marketing Association International (HSMAI) will honor the #myMichiganCity loyalty campaign, for the City of Michigan City, Indiana with a Bronze Adrian Award for digital marketing excellence. The campaign was developed by The Grossbauer Group of Chesterton, Indiana. The Adrian Awards are the largest and most prestigious global travel marketing competition.

This year’s contest was one of the most competitive in history, garnering more than 1,300 entries from around the world, with entries judged by distinguished executives from all sectors of the industry.

The #myMichiganCity loyalty campaign was created to provide the City a social media voice and to leverage user-generated content from those who visit, live, and work in Michigan City. By using #myMichiganCity, community loyalty was emphasized which created organic social media conversations. It also dramatically increased awareness of the City with a broad reach that will provide sustainable economic impact for the destination for months and years to come.

Sarah Highlen, Vice President, Strategy & Solutions at The Grossbauer Group said, "We’re excited to see the project get this kind of industry recognition. It really is a reflection of the broader effort—the business owners, community activists, engaged citizens, and City staff who are putting Michigan City on the map. All of that growth and activity, combined with the unique assets of the city, make for fantastic user-generated social media content. I’ve always been a big fan of Michigan City and it’s especially fulfilling to be able to play a role in spreading the word!"

HSMAI will recognize the #myMichiganCity loyalty campaign during the annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives at the New York Marriott Marquis on Feb. 16.
“We are continually amazed by the creativity of the Adrian Award submissions,” said Fran Brasseux, HSMAI executive vice president. “We received an incredible number of outstanding Adrian Awards entries this year, and we are excited to recognize so many innovative companies that will undoubtedly continue to make an impact in the hospitality advertising, public relations and digital marketing industry.”

In addition to commending the #myMichiganCity loyalty campaign, the Gala and dinner reception honors lifetime achievement in travel/hospitality marketing, as well as The HSMAI Top 25: Extraordinary Minds in Hospitality Sales, Marketing, Revenue Optimization. All winning entries will be accessible in the Adrian Awards Winners Gallery online following the gala at www.adrianawards.com.

###

**About HSMAI**
The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry’s leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as HSMAI’s MEET, Adrian Awards, and Revenue Optimization Conference. HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [www.hsmai.org](http://www.hsmai.org), [www.facebook.com/hsmai](http://www.facebook.com/hsmai), [www.twitter.com/hsmai](http://www.twitter.com/hsmai) and [www.youtube.com/hsmai1](http://www.youtube.com/hsmai1).

**About The Grossbauer Group**
As providers of comprehensive, integrated marketing services for more than two decades, The Grossbauer Group serves a loyal client base that includes public entities and both large and small businesses. Its office, located in Chesterton near the Indiana Dunes National Lakeshore, with an ancillary office in Chicago, serves as a hub of integrated marketing services for Northwest Indiana, the Chicago area, and clients nationwide. Its diverse team members collaborate in a high-energy creative environment to provide branding, graphic design, advertising, media relations, creative writing, Web programming, social media implementation, Search Engine Optimization (SEO) consulting, analytics review, digital ad campaigns, print production, e-mail campaigns, and marketing metrics. The Grossbauer Group’s philosophy is to partner with clients, become familiar with their audiences and
needs, and help to build successful, persuasive communications. For more information, visit the firm’s website: www.grossbauer.com.

**About the City of Michigan City**
The City of Michigan City, Indiana, positioned on the southern shore of Lake Michigan, is home to roughly 30,000 residents. The city is just 55 miles east of Chicago and 10 miles southwest of the Michigan state line. It boasts a stunning public beach with historic lighthouse and marina, national parkland, casino, outlet and boutique shopping, breweries, a winery, and a burgeoning arts community. For more information visit www.eMichiganCity.com.