



Video games. Smartphones. Mobile apps.

Of all the things competing for our kids' attention,  
the most important thing we can offer them  
is the chance to be a kid.

Free from schedules and expectations.

Filled with the warmth of the sun.

A day's fresh air.

And a chance to land a memory that's Pure Michigan.

**PURE** *MICHIGAN*  
Your trip begins at [michigan.org](http://michigan.org)