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---- **PRESS RELEASE** ----

**Advancing Macomb Board Members Collaborate to Fund Mt. Clemens Riverfront Development**

The Advancing Macomb board answered a call to help provide gap funding for the new recreation and launch site on the Clinton River in Mt. Clemens. Final bids for the project came in much higher than anticipated due to additional engineering needed to lower ongoing maintenance costs. The Clinton River Watershed Council spearheaded the project as a part of its broader Watertowns® initiative.

“The joint leadership of Henry Ford Macomb, McLaren Macomb and Lipari Foods made sure this project got off the ground,” said Melissa Roy, Executive Director of Advancing Macomb.

The funding together with the Clinton River Watershed Council’s additional funding will bring new paddling opportunities and a whole range of enjoyment on the waterfront in 2018.

The initial funding campaign in January generated so much interest from residents and local organizations, that the Clinton River Watershed Council could secure an additional \$50,000 from the Michigan Economic Development’s Placemaking Match-grant program.

“Macomb County is a beautiful place to raise a family and Advancing Macomb’s commitment to the health and wellness of our neighbors is a value we share,” said Tom Brisse, president and CEO of McLaren Macomb. “Their dedication to enhancing our community is truly inspiring and they are an organization we are proud to support.”

“Henry Ford Macomb is privileged to Make Macomb Our Home. We are honored to partner with a few other organizations and businesses in Macomb County to support added riverfront development that highlights health and wellness through enhanced recreational opportunities on the Clinton River,” said Barbara Rossmann, president and CEO of Henry Ford Macomb Hospitals.

“CRWC is thrilled to see our first universally accessible canoe and kayak launch along the Clinton River become a reality thanks to the continued support from Advancing Macomb and additional support from project partners Henry Ford Macomb, McLaren Macomb, Lipari Foods, and Brown and Brown Insurance,” Jeff Bednar, Board President, Clinton River Watershed Council

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“As Lipari Foods is headquartered in Macomb County, we are honored to be a part of Advancing Macomb’s efforts to continue the betterment of Macomb County for its residents, businesses and visitors, specifically the Clinton River,” said Thom Lipari, president and CEO of Lipari Foods.

**Advancing Macomb Projects To-date:**

*September 2014 – Freedom Hill Playground Enhancement*

*February 2015 & Ongoing – Manufacturing Marketing and Business Development*

*September 2016 – May 2017 – Eastside Bike Drive*

*January 2017 – Clinton River Watershed Council Mt. Clemens Riverfront Project*

*October 2017 – Roseville downtown redevelopment*

*November 2017 – Eastside Out recreation marketing*

**Advancing Macomb** *Advancing Macomb is a business and community leadership group led by over 20 leading employers, three principal business organizations and the largest higher educational institution in Macomb County, an area encompassing 860,000 residents and 18,000 businesses. Our organization is committed to enhancing local communities by leveraging a unified civic leadership voice throughout the Detroit region.*

[www.advancingmacomb.com](http://www.advancingmacomb.com)

