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**New LEAP Education Effort Encourages Bringing Good-Paying Local Jobs to the Tri-County Area**

**LANSING, Mich., Sept. 15, 2023**—The [Lansing Economic Area Partnership](#) (LEAP) has kicked off a fall education effort geared toward continuing to raise awareness about the potential of the Michigan Manufacturing Innovation Campus. With a focus on bringing opportunities to the region and boosting the economy, LEAP remains committed to working with the community to attract a domestic semiconductor or advanced manufacturing company to the MMIC that will create good-paying jobs and alleviate the United States' over-dependence on foreign supply chains.

“We’re excited about the opportunities MMIC will bring to Eagle Township and the Tri-County Area. We’ve been open since the beginning about our plans to engage local communities and possible companies about the site,” said LEAP President and CEO Bob Trezise. “We believe communication is absolutely critical for this project. As the community is restarting conversations about future plans for the MMIC, we wanted to make sure we were providing residents with accurate and helpful information and resources.”

The education effort includes billboards, a website including answers to frequently asked questions from the community, social media and direct mail. The effort highlights voices from local supporters and drives home the importance of creating opportunities so our children don’t have to leave Michigan to gain access to good-paying jobs and the future of advanced manufacturing.

“We eagerly anticipate engaging in dynamic conversations in the months to come about the impact and progress of the MMIC,” Trezise continued. “Our collective future is bright—and the MMIC will help us ensure that our futures unfold right here in Michigan.”

To learn more about the Michigan Manufacturing Innovation Campus, please visit [www.MMICnow.com](http://www.MMICnow.com).

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