Absopure Water Company to Promote ‘Pure Michigan’

PLYMOUTH, Mich. (AP) — A bottled water company is partnering with Michigan's tourism campaign to showcase some of the state's natural beauty on its packaging, officials said.

Starting this month, 24- and 35-bottle packs of Absopure Natural Spring Water [1] sold in the Midwest will carry packaging co-branded with "Pure Michigan." [2] In the coming months, other Absopure products nationally will be packaged with "Pure Michigan" imagery.

"As a Michigan-based company producing a Michigan product, Absopure embodies the entrepreneurial spirit of our great state's history," Frank Zolenski, Absopure's marketing director, said in a statement. "We see this as a perfect partnership."

Plymouth-based Absopure and the tourism campaign also will release co-sponsored billboards as well as radio and TV ads.

"This partnership ... provides an opportunity to expose a new national audience to our state," said George Zimmermann, vice president of the Travel Michigan state tourism agency.

Travel Michigan, which is part of the Michigan Economic Development Corp., this week also launched the 2014 "Pure Michigan" advertising campaign on national cable and network television.

The budget for the 2014 national campaign is $13 million, including $3 million contributed by six national partners.

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Online:

http://www.absopure.com [3]

http://www.michigan.org [4]

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Links:
[1] https://twitter.com/absopure

[2] https://twitter.com/PureMichigan
[3] http://www.absopure.com
[4] http://www.michigan.org