



PRESS RELEASE

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December 6, 2017

Release date: For Immediate Release

Economic outreach to visitors in the air

Sault Ste. Marie, MI – This month the Upper Peninsula as a whole has shown off some of its very best, with Sault Ste. Marie getting a very detailed section, not only geared towards bringing in travelers for the 350th celebration, but also to attract new and expanding businesses to the area, in the December issue of the Delta's Sky Magazine.

With readership over 5.8 million, Sault Ste. Marie and specifically the Sault EDC and Sanderson Field will be in the hands of business travelers, in all of Delta's worldwide flights.

The Economic Development Corporation has focused on attracting new businesses to the area through their Concierge Program; which has been utilized so far, to give 10 asset tours to developers. These tours showcase City assets, transportation options, real estate, and visitors learn the benefits of investing in Sault Ste. Marie.

"Having a spot in the magazine that emphasizes that the City is ready for new developments will let those reading know that we can be more than a vacation spot," said EDC Executive Director Jeffrey Holt, "Invest in the Sault and we will Invest in You. Please help us spread the word about our Concierge Program to allow us to showcase our City."

A digital edition of Delta Sky Magazine can be found at <https://goo.gl/ttxv41>. More information on the EDC can be found at saultedc.com or on Facebook [@ssmedc](https://www.facebook.com/ssmedc). More information on Sanderson Field can be found at sooair.net.

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