

FOR IMMEDIATE RELEASE  
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**MICHIGANDERS CHALLENGED TO PLEDGE TO BUY MICHIGAN PRODUCTS**  
**Buy Michigan Now campaign presented by The Catalyst Company, LLC**

**Livonia, MI (November 21, 2007)** – The Catalyst Company, LLC, a performance consulting firm based in Livonia, is challenging residents and friends of Michigan to take a pledge to buy Michigan products and services to support the state’s struggling economy. The company’s goal is to have 5,000 people log onto [www.buymichigannow.com](http://www.buymichigannow.com) and take the pledge by December 31, 2007.

The Buy Michigan Now campaign is a grassroots effort that was initiated to help educate people of all ages about the benefits of buying locally and to stimulate action. Visitors to the website will be encouraged to get educated, get involved, and to ask themselves what they can do to help improve Michigan’s economic condition. Lisa Diggs, the program’s founder is also available to speak to business, community, and school groups about the campaign and what they can do to help move the state forward. Diggs states, “We started this campaign to spread hope and a positive message about the future of this great state. Too many people are struggling, and many of them do not realize that there is something each of us can do to help. One of the easiest places to start is by changing the way we spend our money.”

Visitors to [www.buymichigannow.com](http://www.buymichigannow.com) will be encouraged to learn more about the origins of the products and services they purchase and to *Think Michigan First*, whenever possible. They will also have the opportunity to download a Holiday Shopper’s Guide to help identify Michigan products and gift ideas. The campaign was deliberately launched in time for what retailers commonly refer to as “Black Friday”, the unofficial start of the crucial holiday buying season.

**Founder**

Lisa Diggs is founder of The Catalyst Company, a six year old performance consulting agency. She is an alumnus of Michigan State University as well as the University of Michigan-Dearborn. As a nearly lifelong resident of Michigan she feels a deep sense of responsibility to promote, protect, and develop the state for future generations.

**Contact Information**

For the latest updates on the Buy Michigan Now campaign, please visit [www.buymichigannow.com](http://www.buymichigannow.com) or call (248) 390.0974 or email [info@buymichigannow.com](mailto:info@buymichigannow.com).

**Sponsorship Information**

For Buy Michigan Now sponsorship opportunities, please contact Lisa Diggs at 248.390.0974 or email [lisa@contactcatalyst.com](mailto:lisa@contactcatalyst.com).

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