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Dewpoint Contact:

Michelle Massey, Vice President
Michelle.Massey@dewpoint.com | (517) 258-2750

Community Foundation Contact:

Laurie Baumer, Executive Vice President
lbaumer@ourcommunity.org | (517) 664-9852

Press Release:

Surf's Up: Get Ready to Hit the Beach

Dewpoint sponsors portion of riverfront revitalization

LANSING, Mich. – As Lansing continues its citywide rebirth and revitalization, [Dewpoint](#) is drawing a line in the sand. The leading provider of integrated business and technology services and solutions in mid-Michigan has partnered with the efforts of the [Capital Region Community Foundation](#) to reinvigorate downtown Lansing's riverfront by sponsoring a new beach.

The beach will be located on the water's edge along the Grand River near the MP Social bistro and the Marketplace Apartments. Plans include lounge chairs and umbrellas as well as all the other amenities and accoutrements that are conjured when thinking of sun and sand. Guests will also be able to enjoy the aural experience of live music from the nearby outdoor event space called the HUB (Happening Under the Bridge).

"We want to give back to the city that has given us so much," said Ken Theis, president and CEO of Dewpoint. "Lansing's comeback has been building momentum in recent years, and Dewpoint is proud to play a role in the city's ongoing transformation – and we're pleased to be able to do it with such an innovative and fun project that residents and guests will be sure to enjoy for years to come."

"The Community Foundation is passionate about creating vibrant, thriving communities and saw a huge unmet opportunity to develop Lansing's riverfront," said Laurie Baumer, the Foundation's executive vice president. "We are thrilled that Dewpoint, our other sponsors, and Lansing Mayor Andy Schor share our vision for a vibrant riverfront that will help the region attract and retain talent."

"The sandy beachfront at Rotary Park will be a major piece of our newly activated riverfront and I'm excited to see this plan become a reality," said City of Lansing Mayor Schor.

The Community Foundation has earmarked over \$1 million in matching funding for private contributions it has raised toward several potential projects along the downtown Lansing riverfront from the Cherry Hill boat launch near I-496 to the Brenke Fish Ladder near Old Town. The slated projects were selected through a community feedback initiative. In addition to the beach, other proposed projects include kayak launches, an outdoor classroom, public seating with fireplaces, creative lighting, and improved parks and fishing areas.

About Dewpoint – Bringing Business and Technology Together

Founded in 1996, Dewpoint experts have a long success record of delivering innovative solutions to our clients by bringing business and technology together. Dewpoint assists in the development and integration of short- or long-term strategic technology plans to maximize current resources and better

position organizations in their ever changing environment. Dewpoint collaborates with enterprise clients across numerous industries, including state and local government, health care, financial services, biotechnology, manufacturing, insurance and more. The company is headquartered in Lansing, Michigan. Additional information is available at dewpoint.com.

About Capital Region Community Foundation

The Community Foundation is passionate about creating vibrant, thriving communities throughout Michigan's Capital Region. The Foundation works with donors to meet their unique charitable goals, supports area nonprofits with grants and coaching, and leads innovative projects that drive community growth. The Community Foundation is a tax-exempt public charity that serves the charitable needs and enhances the quality of life for people in Ingham, Clinton and Eaton counties.

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PHOTO CREDITS

Renderings of the beach Dewpoint is sponsoring as part of the riverfront development.