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Under the Radar Michigan Brighton Episode Premiere

Brighton, MI –August 20, 2024, Explore Brighton Howell Area (EBHA), the branded name of the Livingston County Convention and Visitors Bureau (LCCVB), is excited to announce that Under the Radar Michigan, the celebrated Emmy Award-winning PBS television show renowned for uncovering Michigan's hidden gems, filmed Episode 1414 (Season 14, Episode 14) in downtown Brighton earlier this month.

Under the Radar Michigan was brought to Brighton by EBHA to showcase the town's unique charm and local businesses. This episode of Under the Radar Michigan, hosted by Tom Daldin, explores the distinctive character of Brighton and highlights four key local establishments including Captain's on Main, 2 Dandelion's Bookstore, Brewery Becker, and Bourbon's.

Attendees will get an exclusive first look at the episode before its PBS broadcast (August 29) at premiere viewing parties, free and open to the public, on Wednesday, August 28 at Captain's on Main and 2 Dandelion's Bookstore at 5:00PM, 6:00PM, and 7:00PM. Special discounts will be available on food and beverage selections at Captain's, while 2 Dandelion's will offer discounts on books. A Wilde Theatre will screen the episode on Saturday, August 31 after the doors open at 1:30 PM, with screenings at 1:45 PM, 2:45 PM, 3:45 PM, and 4:45 PM. Check Brewery Becker and Bourbon's social media pages for their offerings.

Explore Brighton Howell Area will be giving away \$400 in gift cards plus some Under the Radar Michigan swag on August 28th. Follow www.facebook.com/explorebha for more details.

"All the time we were filming, we felt a strong hometown vibe. There was genuine excitement to see where we were filming. This is a close-knit community that wants to show off to the rest of the state what they to offer...and that love for Brighton was clearly shared," said Jim Edelman, Executive Producer of Under the Radar Michigan. Mary Robinson, Executive Director of Explore Brighton Howell Area said, "After the lengthy streetscape project, it was great to see the city improvements shining in such a positive light. We invite everyone to come downtown Brighton for the premiere, join in the celebration, shop, dine, and soak up the excitement!"

About Under the Radar Michigan: Under The Radar Michigan is a fast paced, modern, weekly program that explores the best of Michigan. The object is to discover the people, places and things that are unique about Michigan. For more information, visit www.undertheradarmichigan.com

About Explore Brighton Howell Area: Explore Brighton Howell Area is the official destination marketing authority promoting and developing the visitor experience to targeted leisure, business, and group travel segments for sustainable community economic growth and quality of place. For more information, visit <https://explorebrightonhowellarea.com/about/>

Photos attached //enclosure