



## **NEWS RELEASE**

**DATE:** May 6th, 2024

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[Petoskey, Michigan] - With childcare a ubiquitous issue in Northern Lower Michigan, the Leadership Little Traverse (LLT) Class of 2024 is working to address the challenge. The group selected North Central Michigan College's (NCMC) Child Care Initiative (CCI) as their community service project in October and have been supporting the initiative by assisting with research, developing content to grow community awareness, and fundraising. These efforts culminated in a fundraiser at Beards Brewery on April 23<sup>rd</sup> with 70+ people in attendance where they raised over six thousand dollars for the initiative, bringing the group's total efforts to over thirteen thousand dollars raised.

With the support of local businesses and individuals, LLT held a silent auction with several prizes: two 45-yard line tickets to a University of Michigan football game; a luxurious 5-night stay in Destin, FL; custom pottery pieces from Sturgeon River Pottery; various gift cards to local restaurants and shops; skydiving and charter fishing trips, door prizes, and much more (see participating vendors list below). Attendees were also treated to music from Dane Tollas (Two Track Mind) throughout the night.

Funds raised from the event will support the core work of the CCI: stabilizing the local childcare workforce, making childcare affordable, developing a new, true cost childcare facility, and connecting parents, employers, and providers. To learn more about the work of NCMC's CCI please visit <https://www.ncmich.edu/community-events/child-care-initiative.html>.

For more information about Leadership Little Traverse and the Class of 2024, please visit <https://www.petoskeychamber.com/leadership-little-traverse> or contact Nikki Devitt at the Petoskey Regional Chamber of Commerce, nikki@petoskeychamber.com.

*Leadership Little Traverse is a nine-month professional leadership program with a mission to inspire and prepare civic leaders in the Little Traverse Bay Region to take action and better our community. The most recent cohort to complete the program in May of 2023 brings the total alumni to 320 and was the 22nd class to complete the program.*

Special Thanks to all our participating vendors for the silent auction! We couldn't have done this without you!

Antrim Dells

Aster Brands

Bay View Association

Beards Brewery

Beaver Island Boat Company

Birch Tree Bakery

Boyne Country Sports

Cherry Republic

Decka Digital

Douglas Steakhouse

Downtown Petoskey

Elder Piper Beer + Cider/Little Bay Gourmet

Emmet County Recycling

Fustini's

Grain Train

Home Depot

Karen Farrell Photography

Lake Effect Restoration

Little Traverse Tileworks

Lyric Theater

Meyer Ace Hardware

Muir Bees

Northern Lights Recreation

Northgoods

Nub's Nob

Odawa Casino & Hotel

Pier to Pier Rental

Plumber's Helper Charter Service

Quiet Moose

Rich Perlberg (Noon Rotary)

Rocking Horse

Skydive Charlevoix

Sky's the Limit

Snickerdoodlz

Starbucks

Sturgeon River Pottery

Summerplace Inn – Destin, FL

Sweatwater Floral

The Outfitter

Vernales

Volumes Salon

Wineguys

45 North Car Detailing