



Health unit to visit OCC

Free health tests will be offered from 10 a.m. to 7 p.m. Monday, March 22, at the Southfield campus of Oakland Community College. The Southfield campus is at 22322 Rutland.

Project Health-O-Rama's tests are designed to detect diseases in their early stages, enabling prompt treating and aiding prevention of illness.

Tests will be given for anemia, blood pressure, glaucoma, vision, blood chemistry, health hazard appraisal, height and weight. A \$7 charge is made only for the optional blood chemistry test. Counseling and referral will follow.

3-star campaign

A weekend visit to SuperCity?

By Suzie Rollins Singer
staff writer

In a decade of hypes, first it was, "I love New York." Then "Virginia Is for Lovers." Closer to home it became, "Say Yes to Michigan."

On Monday "SuperCity USA" was introduced. SuperCity USA is none other than the greater Detroit area.

A \$300,000 promotional campaign born at D'Arcy-MacManus & Mastus advertising agency was introduced by the Metropolitan Detroit Convention & Visitors Bureau. The logo bears three stars, representing Wayne,

Oakland and Macomb counties. You will see it on everything from bumper stickers to license plates, buttons to golf balls and, of course, on T-shirts.

"What would an advertising campaign be without T-shirts?" convention bureau President Bill McLaughlin told about 400 news and business persons in a slick presentation ceremony. McLaughlin is the former state commerce director and Republican state chairman. He was instrumental in bringing the 1980 Republican National Convention here.

THE CAMPAIGN has a song, composed by a Detroit native, and is aimed at luring conventioners and residents of neighboring states to visit

and vacation in metropolitan Detroit.

"We know that Detroiters take weekend vacations in Chicago and Toronto. We think Chicagoans and Torontonians need to learn that the train runs two ways and that they can have a super saving weekend in SuperCity USA," McLaughlin said.

To woo people here, the campaign will include four-color ads in regional editions of such magazines as Time, Newsweek, Sports Illustrated and Business Week. It will be advertised in metropolitan newspapers in Chicago, Toledo, Toronto and New York.

Gannett Outdoor Advertising will donate billboard space for the SuperCity campaign, the Detroit Airport Advertising Co. will provide signs at

the airport, and SEMTA will donate bus cards.


The convention bureau was able to launch the \$300,000 campaign thanks to a \$200,000 hike in its budget stemming from a 1981 law which allows the bureau to collect 1 percent tax per day on rented hotel rooms in the tri-county area.

"FOR MANY years, our promotional budget was \$100,000. But because of legislation recently passed that allows us to collect the 1 percent room assessment, we've been able to triple it," McLaughlin explained.


McLaughlin's group hopes the advertising campaign will one day reach potential visitors overseas.

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Jim received this recognition for providing outstanding financial service in meeting the needs of individuals, families and businesses.

Jim Smithpeters is associated with the Livonia Agency at 29200 Vassar, Suite 240, Southfield, MI 48152, and his phone number is 478-2500.



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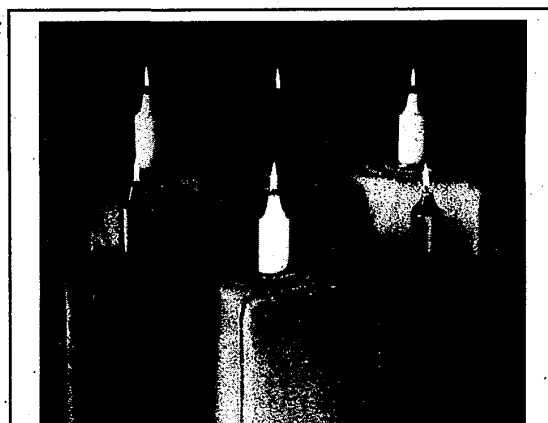
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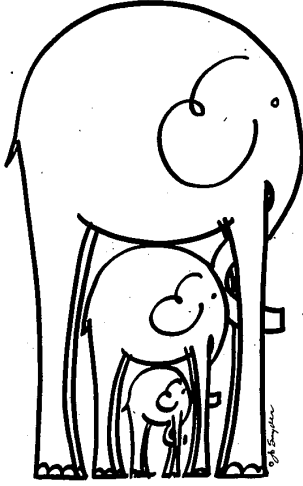
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