



## ILLINOIS. MILE AFTER MAGNIFICENT MILE.

CONTACT:

Treva J. Marshall 800/653-0450,

[treva@tjmcommunications.com](mailto:treva@tjmcommunications.com)

Meghan Haynes 312/751-9689,

[mhaynes@beamaninc.com](mailto:mhaynes@beamaninc.com)

### SINGER/ACTRESS MICHELLE WILLIAMS IS THE NEWEST FACE OF ILLINOIS BUREAU OF TOURISM “MY ILLINOIS” CAMPAIGN

*Former Destiny’s Child member and stage actress encourages tourists to experience her beloved home state*

**CHICAGO** — Even with multi-platinum success, Grammy wins, worldwide acclaim and a current stage role, home is still where the heart is for Michelle Williams, former member of hit R&B group Destiny’s Child and current leading character in the Chicago production of *The Color Purple*.

Williams is the newest face of the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism’s (IBOT) “My Illinois” campaign, where a growing slate of celebrities from this great state share their personal experiences to encourage travel. A Rockford, IL native, she mentions everything from museums to cuisine and diverse culture as reasons why Illinois is a not-to-be-missed destination.

She joins the ranks of “My Illinois” participants which include: actors Harry Lennix, LisaRaye and Irma P. Hall; Grammy award-winning vocalist Chaka Khan; Oscar winner Jennifer Hudson; jazz legend Ramsey Lewis; and rappers Lupe Fiasco and Twista, among others. Her narrative is featured on the state’s “Soulful Illinois” Web site, [www.soulfulillinois.com](http://www.soulfulillinois.com).

The “My Illinois” campaign is part of a multi-year, integrated program that promotes the rich ethnic, cultural and historical diversity of Illinois to the \$4.8 billion African-American travel market. IBOT is targeting this growing travel segment, which, according to the Travel Industry Association of America, is outpacing the overall U.S. travel market segment by 2 percent.

“Our ‘My Illinois’ campaign is growing stronger with each new addition, and Michelle certainly enhances the program’s appeal,” said IBOT Deputy Director Jan Kostner. “We are grateful that she generously gave her time and personality to help us tell the story of why Illinois has something to offer every traveler.”

To read these celebrity accounts, and for more information about Illinois destinations and attractions, visit [www.soulfulillinois.com](http://www.soulfulillinois.com); or call **1-800-2-CONNECT** to speak with an Illinois travel counselor about planning a 3-Day Getaway.

*The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.*

###

**Governor Rod R. Blagojevich**

Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism