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FOR IMMEDIATE RELEASE
October 26, 2018

Issue Media Group and partners introduce new digital magazine in Bay City dedicated to telling regional stories about community transformation and entrepreneurship

BAY CITY, October 18, 2018—Issue Media Group, in partnership with a coalition of Bay City leadership organizations, announces the launch of *Route*, a new digital magazine showcasing the remarkable talent and ongoing transformation of Bay City and its surrounding region.

Route Bay City is a weekly publication and email newsletter featuring stories about bold startups, emerging places, catalytic talent, transformative projects, and ideas across the region. The publication joins Issue Media Group's growing network of partner cities in its statewide [Second Wave](#) publication, which is focused on growth and innovation across Michigan.

The first issue will publish online Thursday, November 8, 2018, at <http://routebaycity.com>.

The community-based publication features the work of local and regional writers, journalists, and photographers, engaging both local and out-of-town readers in the evolving culture of mid-Michigan.

"As Bay County continues to emerge as a hotbed for emerging talent, entrepreneurialism and affordability, there has never been a better time to meet the talented and committed people who make this area home," says Ryan Tarrant of the Bay Area Chamber of Commerce. "The community's history is well known but as Bay County continues to evolve these new stories need to be told. *Route* is that avenue."

Local media producer and Bay City resident Phil Eich will lead the publication. Eich also writes and does photography for *Route*'s sister publications, *Catalyst Midland* and *Epicenter Mt. Pleasant*.

"Bay City needs a publication like this," Eich says. "We have a beautiful, vibrant and growing city full of people working hard to make it an even better place to live, and their stories need to be told."

Route Bay City will convene quarterly editorial advisory sessions with a coalition that includes sponsors and partners, including a cross-section of Bay City area, thought leaders, entrepreneurs, architects, and grassroots organizers, to inform its coverage and foster a connected network of organizations interested in attracting and retaining talent.

“Bay City and the greater Bay area is a community filled with grit, history, and purpose. Through its ups and downs, booms and busts, our community has always had at its heart people who love this community and what to help it succeed. The stories need to be told far and wide because the story of this community is about our people, regardless of occupation, race, affiliation or belief, building a vibrant and dynamic community,” says Diane Fong, president, and CEO of Bay Area Community Foundation.

The publication accepts story ideas from anyone in the community who wants to share about a local person, project, or business making a difference.

"We are thrilled to have been invited into the Bay City community at an exciting time," says Brian Boyle, CEO of Issue Media Group. "There is real transformation and talent-led energy taking hold in the region. We look forward to documenting the story of new businesses, emerging communities, and the passion of the people starting them in a different way. Drawing from our work in other cities around the country, we are engaging with local partners to change how Bay City is viewed through the lens of inclusive talent, community, and entrepreneurship."

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About Issue Media Group

Issue Media Group (IMG) publishes a wide range of online magazines and websites in multiple markets across North America. Publications feature a variety of content consisting of timely news and resources related to lifestyle, cities, and economies. In each market, the Detroit-based media company promotes local assets and growth while working with community stakeholders in a coordinated effort to attract new talent, inspire business investment, and spur creative thought.

Coalition Sponsors and Partners:

Bay Area Chamber of Commerce

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Bay Future, Inc.

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