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Business Leaders for Michigan Names Matthew Clayson Director of Detroit Creative Corridor Center

DETROIT, Mich., January 25, 2010 – Business Leaders for Michigan today announced it has hired Matthew Clayson, formerly of ePrize, as Director of its Detroit Creative Corridor Center. The Center will serve as the champion of the Road to Renaissance Creative Economy Initiative, spearheaded by former Detroit Renaissance, and will serve as a “hub” for the creative community by connecting creative businesses with business programs and services from around the region.

“We are proud to have Matt Clayson leading the Detroit Creative Corridor Center for us,” said Doug Rothwell, president & CEO of Business Leaders for Michigan. “The Detroit Creative Corridor Center is an integral part of the ongoing effort to help attract and retain more creative sector businesses and workers, and help change the global image of our region.”

Business Leaders for Michigan is partnering with the College for Creative Studies (CCS) to manage the initiative. Clayson will report to a board of directors made up of members from Business Leaders for Michigan, the College for Creative Studies, and others.

“The Detroit region is rich in creative talent. The Creative Corridor Center will mobilize that talent to generate new economic opportunity in the growing creative industries,” said Rick Rogers, president of the College for Creative Studies. “CCS is pleased to be part of this effort and to be working with someone of Matt Clayson's leadership abilities and commitment to Detroit.”

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Some immediate steps Clayson will take include:

- Develop relationships with key creative stakeholders
- Work with existing business accelerators, universities and others to develop a menu of business programs and services that are available to creative industries
- Establish a series of partnerships with creative sector organizations
- Create a network of creative business mentors
- Organize creative events and networking activities
- Promote and market Detroit's creative community

"I look forward to working with various stakeholders to create an environment where creative sector businesses and creative industry flourish in Detroit and Southeast Michigan," said Matt Clayson. "While I am realistic about the nature of economic and social issues confronting the city, region and state, I am excited to leverage our collective assets to grow this increasingly important and relevant sector of the economy."

Before joining Business Leaders for Michigan, Clayson was promotion manager for ePrize's Legal Department where he counseled a portfolio of Fortune 500 clients on legal and strategic issues related to global interactive initiatives, new and social media, interactive marketing and interactive communications. Prior to working for ePrize, he was project manager for the Tourism Economic Development Council helping to create and manage initiatives to strengthen Detroit's image for Super Bowl XL. Active in the community, Clayson serves on the Leadership Next Leadership Team for the United Way for Southeast Michigan. He is former chair of Leadership Next, and former vice chair for United Way's Capital Campaign. He has served as an Agenda Setting Advisory board member for the Mackinac Regional Policy Conference and development chair for the Detroit Synergy Group.

Clayson's official start date will be February 1. His office location is currently being finalized.

About Business Leaders for Michigan:

Business Leaders for Michigan (www.BusinessLeadersforMichigan.com) is a private, non-profit executive leadership organization dedicated to making Michigan a "Top Ten" state for job and economic growth. The organization is composed exclusively of the chairpersons, chief executives or most senior executives of Michigan's largest companies and universities, which provide over 300,000 jobs in Michigan, generate over \$1 Trillion in annual revenue and serve over 130,000 students. The organization's work is defined by the Michigan Turnaround Plan, a holistic, fact-based strategy to get Michigan's economy back on track. Visit www.michiganturnaroundplan.com for more information.

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