

 Michigan Car Accident Personal Injury Attorney

## Crim season kicks off Wednesday

**New logo unveiled, several changes in store**

 **By Shannon Johnson**

**FLINT (WJRT)** - (06/20/07)--It is the event that draws 40,000 to 50,000 visitors to Flint for a weekend. The Crim Festival of Races officially kicked off Wednesday morning.

This year's race day is Aug. 25 and there are some changes this year, including a new logo.

But if you remember, last year the Character Inn was the check-in spot for runners and where the expo was, but all of that will now take place at the Genesee Business Center, formally known as the Great Lakes Technology Center on the Corner of Hemphill and Saginaw.

The Crim was moved there for more reasons than one.

For Crim organizers, moving the Crim from the Character Inn to the Genesee Business Center made sense.

"It's a beautiful new facility," said the Crim's Deb Kiertzner. "There's more room, more parking and we really think we'll be able to expand the expo to include more people."

And the more people that come, the more chances the Land Bank of Genesee County has to reach its goal.

The Land Bank bought the building for \$10 to prevent it from being demolished. Now they need new tenants and some of the runners are also business people.

Bringing them into a building with space for sale is relatively inexpensive marketing, according to the Land Bank's Dan Kildee, who says he's ready to make a good deal. It's a buyers market.

"If a business wanted to come to Flint, Mich., and bring jobs and locate here, the price would not be the issue. We would provide this building if it would generate jobs."

More than 15,000 athletes came out last year, so there is a good possibility that this marketing technique could work.

As Crim athletes are getting older, walking is becoming a more popular sport, and Flint has been named by "Walk" magazine as the most walker friendly city in the country.

That makes sense, since this year the Crim will feature a brand-new competitive walking event.

Early registration ends July 15.

*You can see the ABC12 report by clicking on the video icon above. You will need Windows Media Player to view this video. You can get it FREE by clicking here. NOTE: Video clips will only be available for 7-days from the date they were created. ALSO: Video clips may play in a separate window, without audio, on Mac OS X machines. abc12.com is aware of this issue and is working with the video player vendor to correct it as soon as possible. Copyright 2007 ABC Inc., WJRT-TV*

*Inc.*

