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**WORLDWIDE AUDIENCE EXPERIENCES GRAND RAPIDS
GRAND RAPIDS LIP DUB VIDEO NEARS TWO MILLION MARK ON YOUTUBE**

(GRAND RAPIDS, MICH. – JUNE 3, 2011) – Grand Rapids has gone viral with the world record-breaking [lip dub video](#) featuring thousands of participants throughout the West Michigan city lip-synching to Don McLean’s “American Pie.”

Created by a group led by community event organizer Rob Bliss, the Grand Rapids Lip Dub video was filmed May 22 and posted to YouTube on May 26. To date, the nine-minute video has surpassed 1.8 million views and has garnered worldwide media coverage. The video has also inspired people across the globe, including such faraway locales as Australia and Ireland, to add Grand Rapids to their future travel plans.

“As the region’s destination marketing organization, we are thrilled with such an enormous and positive response from around the world,” said [Experience Grand Rapids](#) President Doug Small, [one of many community leaders who appeared in the lip dub](#). “The video is an incredible way to experience Grand Rapids. It reflects a thriving metropolis alive with young, creative entrepreneurs and public/private collaborations not found in most cities.”

Small added: “To pull off an event of this magnitude in a central business district is a remarkable achievement and represents the true essence of our city and all that it has to offer.”

The \$40,000 production broke the world record for its size and scope and involved 5,000 people and a major shutdown of the city’s downtown streets, which were filled with marching bands, parades, weddings, motorcades, local entertainers, politicians, journalists, athletes, police officers, firefighters and kayakers.

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