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News

Office of Macomb County Executive
Mark A. Hackel



For Immediate Release

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Fall in love with Macomb County orchards

Macomb County wants to make sure residents and visitors are getting the most out of the upcoming autumn season by launching a promotional campaign, Fall in Love with Macomb. The campaign will leverage both traditional and social media platforms to highlight the county's many quality-of-life destinations this fall and beyond.

Fall in Love with Macomb is a joint partnership between Macomb County, the Sterling Heights Regional Chamber of Commerce and Industry, the Macomb County Chamber of Commerce and local agricultural destinations. This is the perfect time of year to explore Macomb County's 500 farms and to see how much the season has to offer.

In addition to apples, pumpkins and cider, Macomb's orchards and agricultural destinations want to challenge perceptions of the season by demonstrating other aspects of the business that may appeal to consumers beyond just the fall months. The promotion encourages residents and visitors to go beyond the bushel and fall in love with Macomb.

"We want residents and visitors to explore what Macomb County has to offer this season. Our growing agricultural destinations have something for everyone," said Macomb County Executive Mark A. Hackel. "From family-friendly farm activities to craft beverages, Macomb County growers are offering so many fresh and engaging experiences."

To plan your adventure, visit www.MakeMacombYourHome.com and follow Make Macomb Your Home on Twitter and Facebook. Also make sure to share your experience on social media by using #BeyondTheBushel and look for Fall in Love with Macomb filters on Snapchat.

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