



MID-MICHIGAN WOMEN'S EXPO

FEBRUARY 7-9, 2020

LANSING CENTER

LANSING, MICHIGAN

www.KohlerExpo.com

For Immediate Release

Contact: Anicia Capozzoli, Media Relations, Kohler Expos, Inc. 616-532-8833, anicia@kohlerexpo.com

Mid-Michigan Women's Expo is Celebrating 20 Years!

Event celebrating Your Health, Your Home, Your Style, Shopping & Fun runs Feb. 7-9

Lansing, Michigan, January 2, 2020 – The Mid-Michigan Women's Expo returns to Lansing for its 20th year in February, giving women a fun opportunity to bring their family and friends for a weekend that will inspire their personal health, home and style, giving women something to feel good about.

The 2020 Expo is slated for Feb. 7 to Feb. 9 at the Lansing Center. The three-day Expo is the largest single consumer event for women in Mid-Michigan and will feature more than 300 women-owned and women-focused businesses. This year's lineup features products, services and seminars that aim to provide a weekend of enjoyment, education, and entertainment for women of all ages. Whatever interests you have, women will find that special something here.

"From fashion to health and wellness to shopping, this year's expo promises to introduce the latest products and services tailored to women and their families," says Pam Glass, President of Kohler Expos, Inc. "The very best businesses both locally and regionally will be onsite, providing live demonstrations and experiences in an entertainment setting."

The Expo will also include speed painting performances and a runway fashion show, as well as resources for health information and complimentary assessments – all accessible to women under one roof.

McLaren Greater Lansing is proud to be the presenting sponsor of the Women's Expo. McLaren will be hosting more than 20 booths at the Expo, offering attendees the opportunity for free wellness screenings such as blood pressure and stroke risk assessments, A1C labs, 3D/4D ultrasounds for expecting mothers, and many others. Physicians and nurses will be available throughout the Expo to answer attendees' health care questions.

WLNS-TV continues to be the media sponsor for the upcoming expo, providing exclusive coverage of the event throughout the weekend. Expo attendees can meet and have their photos taken with their favorite on-air celebrities throughout the weekend.

Capital Area District Libraries will again return as the sponsor of the featured speaker for the 2020 Expo. At the age of 17, **Evan Struck, is known as America's youngest speed painter**. Evan transforms blank canvases into masterpieces through his skill of speed painting. He will demonstrate three live performances on stage Saturday, Feb. 8 at 12pm, 2pm and 4pm, these appearances are courtesy of Capital Area District Libraries.

Back by popular demand is the **Runway Fashion Show produced by International Fashion Stylist, Kev Couture** on the stage Saturday, Feb. 8 at 1pm. Join the fun and view Kev's distinctive sense of style in the fashion trends that will improve your overall look. Local women's clothing boutiques will be participating to provide the outfits for the fashion show.

A NEW interactive feature this year, **Paint Your Poison**, will have mini painting sessions for patrons to experience! They may sign up for \$10 on their website, www.paintyourpoison.com/events, or sign up at the expo to paint a tote, paint a glass (mason jars and wine glasses) or paint a wood sign!

Attendees will want to register to win for door prizes, they may sign up at the expo entrance. Door prizes include a **\$500 Travel Voucher**, compliments of Capital Region International Airport, and several **Kindle Giveaways**, compliments of Capital Area District Libraries.

Another highlight of this year's Expo is the presence of **Shaheen Cadillac** with their automobiles on display for attendees to explore, sit inside, ask questions face to face, and consider their next vehicle.

This year's expo will feature many different direct sale businesses such as LulaRoe, Hempworx, Thirty-One Gifts, Young Living Essential Oils, Avon, Tupperware, Norwex, Color Street, and Mary Kay. These businesses give women the opportunity to buy a trusted product, while still supporting locally owned, female-run independent businesses.

The Expo is slated to run 10am to 6pm Friday, Feb. 7, 10am to 6pm on Saturday, Feb. 8, and 11am to 4pm on Sunday, Feb. 9. Admission at the door is \$10 for adults and \$8 for children ages 6 to 14. For more information, visit www.KohlerExpo.com.

About Mid-Michigan Women's Expo

Mid-Michigan Women's Expo offers a balance of wellness, education and entertainment in an event designed to inspire the busy lives of Mid-Michigan women. The Expo gathers the very best Michigan has to offer to showcase women-focused products, services and business opportunities. Top experts in their fields are available throughout the weekend to provide resources ranging from wellness and health to finances, business and networking opportunities as well as beauty, fashion and travel. For the most updated information, check out the Facebook Event at <https://www.facebook.com/events/427859907843585/> or visit www.KohlerExpo.com.

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