



**FOR IMMEDIATE RELEASE**

**Blue Water Area Convention & Visitors Bureau Unveils New Brand: “Discover Michigan’s Thumbcoast”**

**Port Huron, MI — April 29<sup>th</sup>, 2026** — The Blue Water Area Convention & Visitors Bureau (BWACVB) is proud to announce the launch of its new destination brand, **“Discover Michigan’s Thumbcoast,”** accompanied by a fresh new logo that captures the spirit and identity of the region.

The new brand is part of a strategic effort to strengthen and unify the region’s presence as a travel destination along Michigan’s sunrise side. “Discover Michigan’s Thumbcoast” highlights the area’s geographic location, coastal character, and range of experiences, from waterfront recreation and scenic trails to downtowns and year-round events.

The Discover Michigan’s Thumbcoast logo was developed through analysis of visitor and resident sentiment. Using local talent, refined by professional input, the new logo displays iconic features of our destination that attract visitors. From the glowing sunrises and vibrant waters to the lasting impression on visitors, this logo will help our destination stand out in the travel marketplace.

“Our brand exemplifies our destination’s biggest draw, the water. This identity helps us better tell our story and stand out in a competitive tourism landscape. It’s more than a logo, it’s a statement visitors can recognize and our residents can be proud of,” said Michael Hensley, President & CEO of the BWACVB. “It invites travelers to experience the beauty, authenticity, and adventure that define Michigan’s Thumbcoast.”

Along with a new brand and logo, Discover Michigan’s Thumbcoast will now direct visitors to “thumbcoast.org” for information on the destination’s attractions, events, hotels, restaurants, and more. Visitors and residents are encouraged to explore the destination on social media by following “Discover Michigan’s Thumbcoast” on all social media platforms.

For more information, please contact:  
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