



MICHIGAN CLEANERS ASSOCIATION

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Michigan Institute of Laundering and Drycleaning (MILD) is Now Michigan Cleaners Association (MCA)

To better represent our expanding professional cleaning industry membership, the Michigan Institute of Laundering and Drycleaning (MILD) is proud to announce we will now be known as the Michigan Cleaners Association (MCA).

The future of MCA includes the entirety of the Cleaning Industry, and we feel this name change allows us to better represent and include not only laundry related members, but also janitorial and carpet cleaning industries, vendor/supplier companies and other cleaning related industries. The Michigan Cleaners Association serves its members as business owners, with our mission, "To establish a statewide commitment to excellence and prosperity among Michigan cleaners by providing education, business services and advocacy."

Robert Marks, MCA Board President believes, *"This name change is a significant part of our Associations 109 year history. We look forward to serving all membership segments with crucial benefits and resources."*

MCA's vision, "To be recognized as the association that serves the professional cleaning industry in Michigan" will be strongly represented in our new name.

About MCA:

Since 1913 this association has been representing hundreds of cleaning professionals in Michigan, providing education, business services, marketing programs and advocacy.