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**THE MT. PLEASANT SMARTZONE**

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**Cherry Industry Gets Boost in the Dead of Winter**

*Michelle's Miracle®*, Tart Cherry Products Awarded \$250,000 in Funding

(Mt. Pleasant, MI) Most of us forget about Michigan's cherry crop and the many associated businesses during the bitter Michigan winters, but thanks to \$250,000 in funding from the [Michigan Pre-Seed Capital Fund](#), an up-and-coming nutraceuticals business, [Michelle's Miracle](#), is working full steam ahead in the heart of northern Michigan's cherry country.

An affiliate client of [Central Michigan University-Research Corporation](#), entrepreneur and Michelle's Miracle president Michelle White is thrilled with this funding, and thanks CMU-RC for the big win, "CMU-RC was highly instrumental in putting together our application and getting it submitted. During the two-month process, they helped us define our plans, outline them in a cohesive way and really make an impact. The funding awarded is a testimony to that! Our experience with CMU-RC has been nothing but positive and we are excited to have Michigan Pre-Seed Fund join our Series A investors," she said.

According to Erin Strang, CMU-RC Director of Operations, and lead partner with Michelle's Miracle in the funding proposal process, "This investment will make a huge difference in the future success of Michelle's Miracle. And, it's a good example of the type of support we provide to our clients every day at CMU-RC."

Michelle's Miracle proves that instead of sourcing exotic berries from halfway around the world, Americans can find powerful, nutrient-rich, tart cherries grown in Michigan. Tart cherries contain powerful agents called anthocyanins that help provide healthy inflammation response. Tart cherries also offer a variety of natural health benefits; research suggests that these compounds possess anti-aging properties. Research also shows that tart cherries have health-promoting qualities including providing a natural source of sleeping aid melatonin.

The investment will enable Michelle's Miracle to hire key team members, product new products and step-up promotion of their wide range of nutraceutical products using cherries. To reach customers, they focus heavily on national distributors, various in-store promotions, Web and online advertising. The funds will be used to enhance reach, while continuing a top quality product line and providing outstanding customer service.

The company's Web site, [www.michellesmiracle.com](http://www.michellesmiracle.com), provides product information, recipes, news and research information, employee profiles and a retail shopping cart. Their toll-free number, (800) 939-3199, is answered by knowledgeable and friendly representatives who can provide information, take orders and provide investor relations support.

"We see the Pre-Seed Fund's investment as a very huge opening and major endorsement for us. We are still an early-stage company, but what we offer can make a difference in so many ways to people who use our products, to

tart cherry growers in northern Michigan, and to Michigan's economy overall. Both the funds and the support of CMU-RC are what will keep us moving forward and making a difference in Michigan," White concluded.

CMU-RC is accepting new clients now, and welcomes Michigan-based businesses to contact them to discuss low-cost/no-cost ways to create, expand and sustain Michigan's entrepreneurs.

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#### **About Central Michigan University – Research Corporation**

Erin Strang, Director of Operations / (989) 774-7503 / [www.cmurc.com](http://www.cmurc.com)

CMU-RC is a non-profit business incubator that provides start-up companies, entrepreneurs and Fortune 500 companies with vital support, relationships and resources. Formed in 2002, CMU-RC helps harness the intellectual, technological and material resources of Central Michigan University to grow their ideas and their businesses. CMU-RC is a designated Michigan SmartZone – one of 11 technology-oriented centers across the state – established to offer tax incentives while supporting research, development and commercialization of new technology to promote economic growth.

#### **About Michelle's Miracle**

Michelle White, President / (800) 939-3199 / [www.michellesmiracle.com](http://www.michellesmiracle.com)

The mission of Michelle's Miracle is to produce and sell top-quality tart cherry concentrate products to wholesale and retail customers. To do this, they strive to educate the public about the many rich nutrients in Montmorency cherries. This helps to support the cherry-farming industry in northern Michigan by developing new products that deliver healthy, natural nutrients to consumers.



#### **About Michigan Pre-Seed Capital Fund**

(734) 761-9317 / [www.annarborusa.org](http://www.annarborusa.org)

The Michigan Pre-Seed Capital Fund is an equity fund that invests in technology-based companies to support business formation and acceleration. Ann Arbor SPARK serves as the Fund's administrator. To qualify for the Michigan Pre-Seed Capital Fund, start-up companies must be based on a technology in one of the state's identified competitive technologies and have the sponsorship of a local SmartZone. In addition to SmartZone sponsorship, companies must have received grant, angel or venture capital funding as a match with the Michigan Pre-Seed Capital Fund investment.

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