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Great Lakes Segway to be Honored at the 18th Annual Michigan Celebrates Awards Gala

March 24, 2022 (Walled Lake, MI) — **Great Lakes Segway** has been recognized as one of this year's recipients for the Michigan 50 Companies to Watch Award, presented by Michigan Celebrates Small Business. Great Lakes Segway will be acknowledged on stage at the in-person awards ceremony during the 18th annual Michigan Celebrates Small Business Gala on May 3, 2022, when more than 800 guests will gather at the Breslin Center in East Lansing to celebrate the achievements of this year's award recipients.

"We are thrilled to be honored as a dynamically growing enterprise giving back to Michigan customers every day by doing what we love --- offering alternative options for exercise and exploration to all generations. I became enthralled by personal e-mobility over 12 years ago, because of personal wellness aspects, its affordability, and the fact that our alternative transportation products contribute to cleaner air and a better environment," says John E. Smith, Owner and CEO of Great Lakes Segway.

Now the #1 Segway dealership in the United States, serving all 50 states for sales, service, and repairs, the company was founded as Seg Adventures LLC in 2010. It morphed from being a tour provider to a full-blow retailer, as Great Lakes Segway by 2016. In 2018, it opened an expanded retail location, including a national service center in Walled Lake. In 2021, it opened a contiguous retail location selling Pedego e-bikes. Additionally, the company acquired Segway of Central Florida in 2021.

In addition to serving consumers, Great Lakes Segway has many regional police departments and private security firms as avid customers, and focuses on serving first responders, universities/colleges with campuses, senior communities, and health systems.

Companies nominated for the Michigan 50 Companies to Watch Award must be second-stage companies, defined as having six to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants. Additionally, the companies must be privately held and headquartered in Michigan.

"MCSB has always prided itself on its spirit of collaboration and celebration," said Jennifer Deamud, MCSB Board Chair. "We love seeing our awardees celebrating one another's success and sharing in this amazing moment is each awardee's journey. It's true— success is best when it is shared."

Judges from economic and entrepreneurship development organizations annually select the winners. The judges evaluate the nominees' demonstration of intent and capacity to grow based on the following:

- Employee or sales growth
- Exceptional entrepreneurial leadership
- Sustainable competitive advantage
- Other notable factors that showcase the company's success

Michigan Celebrates annually receives over 550 nominations for the Michigan 50 Companies to Watch award. In addition to a competitive landscape for this award, the businesses who are selected by the judges go through a rigorous due diligence process prior to the final decision.

Additional information and ticket information can be found at MichiganCelebrates.org.

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Founded in 2010 as a tour and rental company, Great Lakes Segway became an authorized Segway dealership in 2016 and opened a sales and service center in downtown Walled Lake. For further information visit <https://greatlakessegway.com/> or call 248-896-2600.

Michigan Celebrates Small Business (MCSB) is a collaboration of trusted statewide founding organizations who offer resources for small businesses. Since 2005, Michigan Celebrates Small Business awards gala has placed a spotlight on how small businesses positively impact our communities and state. The MCSB organization is focused on supporting, promoting and celebrating small businesses in Michigan.

Kinexus Group is the Managing Partner of the awards gala.