



MEDIA ADVISORY

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**THE BIG HEAD CORPS TO CELEBRATE ITS 3<sup>RD</sup> YEAR IN  
AMERICA'S THANKSGIVING PARADE® - ENROLLMENT OPEN UNTIL NOVEMBER 13**  
*Corps to engage metro Detroit young professionals with upcoming events, Oct. 14<sup>th</sup> and 16<sup>th</sup>*

**DETROIT (08 October 2010)** – Tony Michaels, President and CEO, The Parade Company is pleased to announce that The Big Head Corps is returning for its third year in the 84<sup>th</sup> America's Thanksgiving Parade® and is actively searching for new members. The Big Head Corps offers young professionals the opportunity to get involved with American's Thanksgiving Parade®, while offering fun programs and networking opportunities with other young professionals.

“We're looking to make this year's 2010 Big Head Corps bigger and better than even with more members and a number of new activities to participate in leading up to The Parade,” said Jim Dailey, “Head Honcho” of the 2010 Big Head Corps.

The Parade Company owns the world's largest collection of papier-mâché heads and with the support of the Big Head Corps members, more than 100 of them will march down Woodward Avenue on Thanksgiving morning in hopes of bringing smiles to faces along the route. The heads were created by artists in Viareggio, Italy, with some dating back to the 1940s. The ever expanding collection of more than 300 heads is kept in shape by the seasoned artists at The Parade Company that have been trained by the talented artisans from Viareggio.

“Thanks to the support of the Big Head Corps members, these amazing works of art will continue to be showcased on Thanksgiving morning in one of our city's most cherished traditions,” said Michaels, President & CEO, The Parade Company.

In addition to the fun on Thanksgiving morning, The Big Head Corps plans a number of activities throughout the year to engage young professionals throughout metro Detroit. The corps' Fall Networking Event will take place on Thursday, October 14th from 6-9 p.m. at the Village Grille in Grosse Pointe. Guests will enjoy free beverages and appetizers and get a chance to learn how they can be a part of the Big Head Corps and appear in both America's Thanksgiving Parade® on November 25<sup>th</sup> and the Grosse Pointe Christmas Parade on November 26<sup>th</sup>.

On Saturday, October 16th at 7 p.m. everyone can join the Big Head Corps for the “*Celebrate the Spirits*” fundraiser and party. The event kicks off at the Hard Rock Café in downtown Detroit with a \$20 donation required for each participant. After enjoying free appetizers at the Hard Rock, Inside Detroit will help lead the party onto Delux, Harbor House and Pulse, with specials along the way. Interested participants must RSVP to Valerie at [vrichards@theparade.org](mailto:vrichards@theparade.org) or (313) 923-7403.

The Big Head Corps Membership is \$200 a person and includes participation in America's Thanksgiving Parade®, a ticket to the Big Head Corps Breakfast on Parade morning, 2 VIP Grandstand tickets, 2 VIP Pancake Breakfast tickets at The Parade Company, 4 Parade Preview Tickets and much more.

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### **About The Parade Company**

Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors is comprised of key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 84 years of Parade tradition in Detroit. The mission is to fund, create and execute the best family events in metro Detroit. The Parade Company staff, the board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit, each year, including the Target Fireworks, Fifth Third Turkey Trot and America's Thanksgiving Parade®.

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