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THE PARADE COMPANY ANNOUNCES CELEBRITY LINE-UP FOR THE 84th AMERICA'S THANKSGIVING PARADE®

Grandstand tickets, including new Character Breakfast option, now on sale for up-close Parade viewing!

DETROIT (08 October 2010) – The Parade Company is “Celebrating the Spirit” at the 84th America’s Thanksgiving Parade®, one of the country’s oldest, largest and most celebrated parades. Hundreds of thousands of spectators will make their way to downtown Detroit on Thursday, November 25, 2010 to enjoy the fun and magic of this year’s Parade, which includes a growing list of celebrities scheduled to attend, including:

- **Jana Kramer** – Actress, *One Tree Hill* and Rochester, Michigan native
- **Dwele** – Songwriter/musician and Detroit native
- **Meryl Davis & Charlie White** – Silver Medal Ice Dance, 2010 Vancouver Olympic Games
- **Seth Wescott** – Gold Medal Men’s Snowboard Cross, 2010 Vancouver Olympic Games
- **Thomas Finchum** – Synchronized Diving, 2008 Beijing Olympic Games
- **Peter Vanderkaay** - Gold Medal Men’s 800m Freestyle Relay, 2008 Beijing Olympic Games
- **Ricky Berens** – Gold Medal Men’s 800m Freestyle Relay, 2008 Beijing Olympic Games
- **Gretchen Rossi** – Reality TV Personality, *Real Housewives of Orange County*
- **Biz Markie** – Entertainer, DJ, Hip Hop Recording Artist and regular on hit kids’ show *Yo Gaba Gaba!*
- And from the North Pole – **Santa Claus**

“The Parade Company is committed to bringing people together and creating smiles year after year. What better way than with this year’s parade theme, ‘Celebrate the Spirit’,” said Tony Michaels, President & CEO, The Parade Company. “Together we will celebrate all of our achievements, including those of our Olympic athletes, all of our generosity, all that we are thankful for and the magic that is created during this most cherished civic event – America’s Thanksgiving Parade®.”

There’s no better way to enjoy the Parade, and support The Parade Company, a non-profit organization, than by purchasing a **2010 Grandstand ticket**. With new options this year, grandstand seats offer parade-goers a prime location in downtown Detroit, with the ability to see, live and up close, more than 60 units of your favorite floats, balloons, marching bands, specialty acts and celebrity guests. Grandstand tickets are easy to order and parade-goers can choose from five different options this year, including:

- **(NEW!) Character Breakfast and Grandstand Seat** – held at The Tiger Club inside Comerica Park, guests will get to see their favorite characters like the Cat in the Hat, Sesame Street characters, Michigan State Mascot Sparty and Clownie! Grandstand seats are near Foxtown and are priced at \$45 each.
- **Grandstand Seat with Breakfast** - seating includes access to The Parade Company’s pre-Parade breakfast. Locations include the Hard Rock Café on Monroe Street and Cheli’s Chili Bar on E. Adams Avenue. Grandstand seats are located in Grand Circus Park, Campus Martius and the Merchant’s Row area and are priced at \$45 each.
- **TV Zone Grandstand Seat** – seating is located in the Merchants Row area where the Parade is broadcast live to millions. These tickets also include viewing of WDIV Local 4’s one hour pre-show. These tickets are priced at \$35 each.
- **Reserved Grandstand Seat** – seating is located at Campus Martius, these tickets are priced at \$30 each
- **General Admission Grandstand Seat** - seating is located at step-off (Mack and Woodward Avenue), Foxtown and Grand Circus Park; these tickets are priced at \$25 each.

Group rates are also available at discount prices. Grandstand tickets are non-refundable and can be ordered at www.theparade.org or by calling 313.923.7400 ext. 231.

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America's Thanksgiving Parade®, one of the country's oldest, largest and most celebrated parades, will step-off at Woodward Avenue and Mack on Thursday, November 25 at 9:20 a.m. and end at Woodward Avenue and Congress in downtown Detroit. The two-hour Parade will be featured on WDIV-TV Local 4 including a one-hour national broadcast reaching nearly 65 million households nationwide. NewsTalk 760 WJR will also broadcast live from the Parade. For more information on The Parade Company, visit www.theparade.org or call 313.923.7400.

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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