



P R E S S   R E L E A S E

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**THE PARADE COMPANY IS READY TO “CELEBRATE THE SPIRIT” AND KICK OFF  
EXCITING NEW CHANGES TO ONE OF THE BIGGEST PARTIES OF THE YEAR–  
HOB NOBBLE GOBBLE®**

***Ford Field chosen to host highly-anticipated black-tie fundraiser on its new date - Saturday, November 20***

**DETROIT** (18 May 2010) – A more than 20-year tradition in the city of Detroit is getting a brand new stage to spotlight its one-of-a-kind evening of live entertainment, celebrities, fabulous food and desserts, carnival rides, games and great giveaways to support America’s Thanksgiving Parade®. Following in the footsteps of some of the world’s largest events, The Parade Company has chosen to hold the 21<sup>st</sup> Annual Hob Nobble Gobble® at Ford Field, one of America’s premiere venues.

“This is truly a huge step forward for The Parade Company,” said Tony Michaels, President & CEO, The Parade Company. “Not only do we have a larger venue that our team can get incredibly creative with to produce our best party to-date, but with the move to Saturday we have the opportunity to expose a whole new crowd to one of our most important fundraisers of the year.”

Traditionally held on the Wednesday night before Thanksgiving, Hob Nobble Gobble® will now take place on the Saturday prior to the holiday on November 20, 2010. With activities and entertainment taking place on the field, The Parade Company will be able to more than double the number of rides for both kids and adults. New rides as well as long time favorites will include the Paratrooper, Giant Swinging Ship, Bumper Cars, Tilt-a-Whirl and Ferris Wheel. In addition, The Parade Company is looking forward to utilizing a number of new audio visual elements, from the jumbo-tron and awesome electronics, to dazzle guests with an even more spectacular show.

“The Detroit Lions are synonymous with Thanksgiving, so what better way to kick off the holiday celebration than to have The Parade Company transform our world-class venue into the new home for Hob Nobble Gobble,” said Tom Lewand, President, Detroit Lions. “This new partnership is a tremendous opportunity for us to not only offer new experiences at Ford Field, but to also support The Parade Company and spotlight one of its most important fundraisers of the year and one of Detroit’s biggest parties.”

For the past two decades, Hob Nobble Gobble® has helped to raise the much-needed funds for The Parade Company to produce America’s Thanksgiving Parade®. Tickets are now on sale and prices range from \$200 - \$1,000. To purchase tickets or for more information visit [www.theparade.org](http://www.theparade.org) or call 313-923-7400 ext. 244.

Now in its 84<sup>th</sup> year, The Parade Company has announced “Celebrate the Spirit” as this year’s official theme for America’s Thanksgiving Parade®.

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“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.” said Michaels. “Together we will celebrate all of our achievements, 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®.”

The 84<sup>th</sup> America’s Thanksgiving Parade®, one of the country’s oldest 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](http://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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