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STARS OF “THE LAST AIRBENDER” TO APPEAR AT THE PARADE COMPANY’S FLIP FLOPPIN SUMMER VIP ROOFTOP PARTY

Tickets available for summer’s hottest fundraiser featuring Jackson Rathbone and Nicola Peltz, Monday, June 21

DETROIT (9 June 2010) – One of Detroit’s hottest summer traditions – the 52nd annual Target Fireworks will get even hotter with celebrity appearances by the stars of the upcoming release, “The Last Airbender”, Jackson Rathbone of “Twilight” and Nicola Peltz of “Deck the Halls” at the Flip Floppin Summer VIP Rooftop Party presented by Charter One.

The VIP Rooftop Party, which offers the best seats in the city to view the Target Fireworks, takes place on Monday, June 21 from 6 – 11 p.m. atop the Miller Parking Garage. The party is the annual summertime fundraiser to benefit The Parade Company, producers of the Target Fireworks and America’s Thanksgiving Parade®. Benefit tickets are \$175 and Children tickets (six and under) are \$75.

Peltz and Rathbone, also known as Jasper of “Twilight,” “New Moon,” and “The Twilight Saga: Eclipse,” will provide Rooftop partygoers with a special meet-and-greet and autograph signing. The pair is in metro Detroit to promote their upcoming movie “The Last Airbender,” which opens in theaters on July 2, 2010. The film was written, directed and produced by M. Night Shyamalan, and is based on the hit Nickelodeon TV series. No stranger to the mitten state, Rathbone attended the Interlochen Arts Academy in northern Michigan.

“**THE LAST AIRBENDER: Air, Water, Earth, Fire**” tells the story of four nations tied by destiny when the Fire Nation launches a brutal war against the others. A century has passed with no hope in sight to change the path of this destruction. Caught between combat and courage, Aang (Noah Ringer) discovers he is the lone Avatar with the power to manipulate all four elements. Aang teams with Katara (**Nicola Peltz**), a Waterbender, and her brother, Sokka (**Jackson Rathbone**), to restore balance to their war-torn world. Based on the hugely successful Nickelodeon animated TV series, the live-action feature film “The Last Airbender” is the opening chapter in Aang’s struggle to survive. The film also stars Dev Patel, Cliff Curtis, Shaun Toub and Aasif Mandvi.

“We’re thrilled that Jackson Rathbone and Nicola Peltz can join us for one of Detroit’s most celebrated nights of the year,” said Tony Michaels, President and CEO, The Parade Company. “The pair will add to an already unforgettable evening full of great family fun and entertainment for the hundreds of Parade Company supporters.”

Guests of the Flip Floppin Summer VIP Rooftop Party will enjoy a variety of entertainment, food, games and activities for children and fun for all including:

- Catering by **Andiamo**, beer, wine and other refreshments.
- **Tasty treats** – ice cream, snow cones and popcorn.
- **Rory** from the Detroit Lions
- Scheduled to appear, The **Minion characters** from the movie “Despicable Me”
- WDIV and WJR broadcasting live!
- Games, rides, crafts and giveaways.
- The **best seats in the city** to watch the **52nd Annual Target Fireworks!**
- **Awesome entertainment** – DJ, dancing, dueling pianos
- Special guest performer **Alto Reed** (Bob Seger Silver Bullet Sax Man) & his **Motor City All Star Band!**

The Flip Floppin Summer VIP Rooftop Party is a major fundraiser for the Michigan Thanksgiving Parade Foundation, which governs The Parade Company, and helps make community events like the Target Fireworks and America's Thanksgiving Parade® possible. To purchase tickets, call The Parade Company at 313.432.7831.

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The Flip Floppin Summer VIP Rooftop Party is presented by Charter One Bank and also sponsored by Absopure, Blue Cross Blue Shield of Michigan, Quicken Loans and Fathead. Official media partners include WDIV-TV, News/Talk 760 WJR, HOUR Detroit Magazine and CBS-FM Radio.

The Target Fireworks can be viewed on WDIV-Local 4's live broadcast beginning at 9 p.m. and News/Talk 760 WJR will do a special radio simulcast throughout the event and provide up to the minute traffic and weather information throughout the day. For more information on The Parade Company events, visit www.theparade.org.

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About Target – US

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,699 stores in 48 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

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 83 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, River Days and America's Thanksgiving Parade®.





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