



P R E S S   R E L E A S E

**FOR IMMEDIATE RELEASE**

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## **DETROIT SET TO “SHINE” DURING THE 52<sup>nd</sup> ANNUAL TARGET FIREWORKS ON MONDAY, JUNE 21, 2010**

**DETROIT (21 January 2010)** –The Parade Company and Target are pleased to announce the largest annual summer tradition in Detroit – the Target Fireworks – will take place on Monday, June 21<sup>st</sup>. The Target Fireworks, choreographed by Zambelli Fireworks Internationale, is one of the most spectacular and largest fireworks displays in the world with more than 10,000 pyrotechnic effects lighting up the international skyline over the Detroit River.

“The Target Fireworks is a fantastic tradition in Detroit and there couldn’t be a better way to kick off the first day of summer in the city, than a day on the Riverfront with your friends and family enjoying one of the greatest spectacles in the world,” said Tony Michaels, President & CEO, The Parade Company. “The Parade Company is honored to produce this free event that brings so many people together in a positive way.”

The Parade Company’s Official VIP Rooftop Party, benefiting the Michigan Thanksgiving Parade Foundation, features the best seats in the city to watch the Target Fireworks with entertainment, food, games and activities for children and fun for all. Tickets are \$175. To purchase, call The Parade Company at 313.432.7831 or visit [www.theparade.org](http://www.theparade.org) for more information.

### **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, River Days and America’s Thanksgiving Parade®.

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