



P R E S S   R E L E A S E

**FOR IMMEDIATE RELEASE**

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## **THE PARADE COMPANY UNVEILS DTE ENERGY'S NEW "ENERGY AND OUR FUTURE" FOR THE 84<sup>TH</sup> AMERICA'S THANKSGIVING PARADE®**

**DETROIT (20 October 2010)** – The Parade Company unveiled DTE Energy's new float, "Energy and Our Future," to a large crowd of parade supporters last night at the Parade Preview Party presented by DTE Energy. The new float will make its debut in the 84<sup>th</sup> America's Thanksgiving Parade on Thursday, November 25, 2010.

The Energy and Our Future float depicts five children who represent the youth of our community carrying the world of energy forward. The children are shown discovering the science of energy, the power of creativity and the importance of using energy safely and responsibly. They are also surrounded by colorful representations of wind, solar and hydroelectric power. The central character of float, which represents every child in this world, proudly displays a globe of the Earth in one hand and a flag in the other with the message, 'The Future is in our Hands.'

"DTE Energy has been a tremendous corporate partner to The Parade Company over the years," said Tony Michaels, President and CEO, The Parade Company. "I'm thrilled that we can celebrate their work in this year's Parade with the new Energy and Our Future float."

"As a long-time supporter of The Parade Company, DTE Energy is proud to debut a new float in the 84<sup>th</sup> America's Thanksgiving Parade," said Tony Earley, Executive Chairman of the Board, DTE Energy. "Our new float is a great representation of DTE Energy's dedication to the communities we serve, as well as our commitment to education and the environment."

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](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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