



MEDIA ADVISORY

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ERNST & YOUNG TO SPONSOR THE DISTINGUISHED CLOWN CORPS IN 84th AMERICA'S THANKSGIVING PARADE®

DETROIT (15 October 2010) – For a second year, The Parade Company is proud to announce Ernst & Young as the official sponsor of the Distinguished Clown Corps, a group of corporate and community leaders who trade in their business suits for clown suits all to benefit America's Thanksgiving Parade®.

The Distinguished Clown Corps is an outstanding program that has helped to sustain America's Thanksgiving Parade® as a community tradition for generations of Detroiters. More than 2,000 Distinguished Clowns have been a part of this grass roots tradition, raising more than \$2 million for America's Thanksgiving Parade®.

“The Distinguished Clowns Corps demonstrates our business and community leaders' commitment to one of the most treasured traditions in the Detroit area,” said Jeff Bergeron, Managing Partner, Ernst & Young. “We are honored to once again take part in this wonderful tradition and sponsor the Clown Corps in one of the country's oldest and most celebrated parades.”

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, its 144,000 people are united by their shared values and an unwavering commitment to quality.

The Distinguished Clown Corps began in 1983 with business leaders Tom Adams, then the chief of Campbell-Ewald advertising and Walter McCarthy, then chief of Detroit Edison, who served as the spark in creating a way for the leadership to become personally involved in helping The Parade Company. Longtime Distinguished Clown Corps member, Eric Larson, President & CEO of Larson Realty Group, will serve as this year's Distinguished Grand Jester.

The Distinguished Clown Corps membership is \$1,000 per person and all proceeds benefit The Parade Company. All Distinguished Clowns receive a custom designed clown outfit. The deadline for nominations is Friday, October 29, 2010. For questions regarding nominations, contact CarolAnn at 313.432.7831.

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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