



P R E S S R E L E A S E

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**THE PARADE COMPANY ANNOUNCES 2010 GRAND MARSHALS FOR THE
84TH AMERICA'S THANKSGIVING PARADE®**

Detroit radio legend and longtime Parade supporter to be in the spotlight on Thanksgiving morning

DETROIT (19 October 2010) – The Parade Company is pleased to announce Hall of Fame radio broadcaster Dick Purtan and longtime Parade supporter Anthony Earley, Jr., executive chairman of the board, DTE Energy, as Co-Grand Marshals for the 84th America's Thanksgiving Parade, one of the country's largest and longest-running parades, on Thursday, November 25th.

“Both of these gentlemen are shining examples of what makes our community so great,” said Tony Michaels, President & CEO, The Parade Company. “Dick and Tony have always gone well beyond their respective day-to-day roles to make Detroit a better place for all of us and we are thrilled to honor them on Thanksgiving morning.”

This year marks Earley's 16th year as a member 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®. Thanks to his leadership, DTE Energy is one of the longest running sponsors of The Michigan Thanksgiving Parade Foundation.

“Some of my best memories are on Thanksgiving morning with my family and friends, taking part in America's Thanksgiving Parade. The smiles on the kids' faces along the way make it all worthwhile” said Earley. “This civic event not only demonstrates locally, but nationally, what this community has to offer and I'm honored to serve as its Co-Grand Marshal.”

Purtan, regarded as one of the country's most respected, revered and recognized air personalities, recently retired after entertaining and waking up Detroiters on his morning radio show for the past 45 years (the last 14 at CBS Radio Detroit's 104.3 WOMC). Purtan is also known for his community involvement having raised millions of dollars for numerous local charitable causes close to his heart.

“It's a privilege once again to be a part of one of the city's most cherished traditions,” said Purtan. “I look back fondly on my 10 years between 1970 and 1980 as the Master of Ceremonies of this great parade, and now to return as Co-Grand Marshal is an honor and a thrill. My wife Gail and I made going to the parade a Thanksgiving tradition as our 6 daughters were growing up. I am especially looking forward to seeing Santa again and being able to deliver my Christmas list in person!”

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 or call 313.923.7400.

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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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