



MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

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**AMERICA'S THANKSGIVING PARADE® OFFICIAL GRANDSTAND TICKETS  
NOW AVAILABLE... TICKETS SELL FAST SO ORDER YOURS TODAY!**

Hundreds of thousands of spectators will make their way to downtown Detroit on November 27, 2008 to enjoy the fun and magic of America's Thanksgiving Parade®! Enjoy this year's Parade in comfort with your family and friends from official Grandstand seats, offering you the best view of this cherished event.

Grandstand seats offer you a prime location in downtown Detroit, with the ability to see live and up close more than 60 units of your favorite floats, balloons, marching bands, specialty acts and celebrity guests. Enjoy the convenience and comfort with the best views along the Parade route.

Grandstand tickets are easy to order and you can choose from three different options:

- **General Admission** seating is located at Step-off (Mack and Woodward Avenue), Foxtown and Grand Circus Park; these tickets are priced at \$24.00 each.
- **TV Zone Grandstand** seating is located in the Merchants Row area where the lights shine as the Parade is broadcasted live to millions. TV Zone Grandstand tickets are priced at \$28.00 each and include viewing of WDIV-TV 4's one hour pre-show.
- **VIP Grandstand** seating includes access to The Parade Company's VIP pre-Parade breakfast locations including the Hard Rock Cafe, Detroit Breakfast House & Grill and the Cadillac Café inside the Detroit Opera House. VIP Grandstand seating is located near Campus Martius and the Merchant's Row area. VIP Grandstand tickets are priced at \$48.00 each.

Group rates are also available at discount prices. Grandstand tickets **are non-refundable** and can be ordered at [www.theparade.org](http://www.theparade.org) or by calling Jennifer at 313.923.7400 x231.

**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 82 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, GM River Days and America's Thanksgiving Parade®.

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