



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

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**SUPPORT THE PARADE COMPANY AT THE TARGET FIREWORKS
FLIP FLOPPIN SUMMER VIP ROOFTOP PARTY, PRESENTED BY CHARTER ONE**

Tickets available for the summer's hottest fundraiser featuring food, music, games and more on Monday, June 21st

DETROIT (08 June 2010) – The Parade Company, producers of America's Thanksgiving Parade® and the Target Fireworks, will turn the rooftop of the Miller Parking Garage into an over-the-top celebration of summer fun at this year's Flip Floppin Summer VIP Rooftop Party, presented by Charter One.

Serving as one of the largest fundraisers of the year for The Parade Company, the Flip Floppin Summer VIP Rooftop Party takes place on the first day of summer, Monday, June 21 from 6 – 11 p.m. The party not only offers the best seats in the city to view the 52nd Annual Target Fireworks, but also features live music, food by Andiamo, games and more for adults and kids alike. Bob Seger Silver Bullet Sax Man Alto Reed and his Motor City All Star Band will also join the party as special guest performers. The grand finale of the party is the 52nd Annual Target Fireworks, one of the world's largest displays of fireworks, showcasing more than 10,000 pyrotechnic effects. The Target Fireworks will begin at 10:06 p.m. Benefit tickets for the VIP Rooftop Party are \$175 and Children tickets (six and under) are \$75. To purchase tickets, call The Parade Company at 313.432.7831.

"The VIP Rooftop Party presented by Charter One is one of the most important nights of the year for The Parade Company," said Tony Michaels, President and CEO of The Parade Company. "Not only are we celebrating one of Detroit's greatest traditions, the Target Fireworks, but we're also raising money so our team can continue to bring events like the Target Fireworks and America's Thanksgiving Parade® to our community each year."

Michaels added, "We are incredibly grateful to Charter One for helping make this year's Rooftop Party possible, as well as to Target for once again allowing us to bring this spectacular, world-class show of fireworks to Detroit."

This year's Target Fireworks Flip Floppin Summer VIP Rooftop Party, presented by Charter One, will include a variety of new features and activity zones, including:

Charter One's Beach Party, will include sand dunes and summer fun. Guests can get in the mood for summer with a tropical photo booth, Beach Jeep Dune Rider, Greening of Detroit Flower Power and a beach bag giveaway. While waiting for the big Target Fireworks show, kids can also take part in face painting, Arts & Scraps crafts, Let's Go Jungle virtual reality game, the Little Tikes Play Zone and bedazzle bandanas. Partygoers can also let their taste buds get carried away with Buddy's Pizzeria Sub Sandwich Station and Create-Your-Own Cupcakes.

The Blue Cross Blue Shield Get Fit Zone aims to lead Michigan to a healthier future. Fitness will meet fun when this zone displays the Wii Sports Resort – Jet Ski and Disc Dog; Wii Deca Sports – Volleyball, Badminton, Soccer and Motor Cross; Mini-Dunk Basketball; "Top Skater;" and Xbox Guitar Hero and Rock Band.

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The Absopure Splish Splash Sports Zone will be action-packed, with interactive games that will put you out on the water. The rides include alpine surfer, rapid river, dual wave runners, dual hydro thunder speedboat racing and fish frenzy.

“The creativity of The Parade Company is second to none making this year’s Target Fireworks and VIP Rooftop Party memorable for the entire family,” said Sandra Pierce, President & CEO of Charter One, Michigan and Chairman of the Michigan Thanksgiving Parade Foundation. “Charter One is proud to support our region’s signature summer celebration.”

In addition to all the activities in the new zones, guests of the Flip Floppin Summer VIP Rooftop Party will enjoy entertainment, food, games and activities for children and fun for all including:

- Catering by **Andiamo**, beer, wine and other refreshments.
- **Tasty treats** – ice cream, snow cones and popcorn.
- WDIV and WJR broadcasting live!
- **Rory** from the Detroit Lions
- Scheduled to appear, The **Minion characters** from the movie “Despicable Me”
- Games, rides, crafts and giveaways.
- The **best seats in the city** to watch the **52nd Annual Target Fireworks!**
- **Awesome entertainment** – DJ, dancing, dueling pianos
- Special guest performer **Bob Seger Silver Bullet Sax Man Alto Reed & his Motor City All Star Band!**

The Flip Floppin Summer VIP Rooftop Party sponsored by Charter One is a major fundraiser for the Michigan Thanksgiving Parade Foundation, which governs The Parade Company, and helps make community events like the Target Fireworks and America's Thanksgiving Parade® possible. To purchase tickets, call The Parade Company at 313.432.7831.

The Flip Floppin Summer VIP Rooftop Party is presented by Charter One Bank and also sponsored by Absopure, Blue Cross Blue Shield of Michigan, Quicken Loans and Fathead. Official media partners include WDIV-TV, News/Talk 760 WJR, HOUR Detroit Magazine and CBS-FM Radio.

The Target Fireworks can be viewed on WDIV-Local 4’s live broadcast beginning at 9 p.m. and News/Talk 760 WJR will do a special radio simulcast throughout the event and provide up to the minute traffic and weather information throughout the day. For more information on The Parade Company events, visit www.theparade.org.

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 83 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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