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**THE PARADE COMPANY ANNOUNCES SANDRA PIERCE AS NEW CHAIR OF  
THE MICHIGAN THANKSGIVING PARADE FOUNDATION**

**DETROIT (19 April 2010)** – The Parade Company is pleased to announce Sandra Pierce as its new Chair of the Michigan Thanksgiving Parade Foundation. Pierce previously served as Vice Chair of the Foundation and has been a board member since 2007.

“I am honored to lead an organization that both inspires and unites our community with meaningful events like the Target Fireworks and America’s Thanksgiving Parade®,” said Pierce, President and CEO, Charter One, Michigan and Chair, Michigan Thanksgiving Parade Foundation. “I look forward to working with the enormously talented team at The Parade Company and the extensive corps of dedicated volunteers.”

“The Parade Company is in the business of bringing people together through our incredible civic events. We are very fortunate to have such a committed regional supporter and business leader as our new Chair,” said Tony Michaels, President and CEO of The Parade Company. “We would also like to recognize and thank Matt Cullen for his years as our Chair of the Foundation. His tireless leadership generated tremendous success and excitement for our organization, board, staff and supporters.”

As President and CEO of Charter One in Michigan, Pierce is responsible for the bank’s commercial banking business, oversees all state bank activities and is involved in local marketing and community giving. Additionally she is the Regional Executive for the Midwest overseeing all state activities in Ohio and Illinois.

Pierce was recognized by *Crain’s Detroit Business* in 2006 as one of the region’s Most Powerful People and as one of ten Newsmakers of the Year. In 2007, Pierce was recognized by *Crain’s Detroit Business* as one of the Most Influential Women and again as one of ten Newsmakers of the Year. She is a graduate of Leadership Detroit XXI.

**About The Parade Company**

Founded in 1984, The Parade Company ([theparade.org](http://theparade.org)) 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 around to bring a wide variety of magnificent events to the City of Detroit each year including the Target Fireworks, Detroit River Days and America’s Thanksgiving Parade®.

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