



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contact: Aamira Bellamy
lovio george
313.832.2210 x17
abellamy@loviogeorge.com

THE PARADE COMPANY, BLUE CROSS BLUE SHIELD AND WDIV-TV PRESENT BIGGEST LOSER: DETROIT EDITION

DETROIT (XX July 2009) – The Parade Company along with Blue Cross Blue Shield of Michigan (BCBS) and WDIV-TV have partnered together to sponsor the Biggest Loser: Detroit Edition. This new program reinforces BCBS commitment to supporting healthy lifestyles.

“We are so excited to partner with The Parade Company and WDIV on the Biggest Loser: Detroit Edition,” said Dan Loepp, Senior Vice President, BCBS. “This program encourages healthy eating and exercising and we at BCBS look forward to helping people take the first step toward a healthier lifestyle.”

Details for the Biggest Loser: Detroit Edition (dates are subject to change):

- Contestant applications are due by July 24, 2009
- BCBS Wellness Coaches and WDIV will select 6 contestants
- The contest will begin on August 3, 2009
- The Parade Company will host an event for the first weigh-in at the Parade studio
- Contestants will be weighed every two weeks at BCBS locations
- Contestants will be filmed and have personal video diaries throughout their experience
- Each contestant will have a BCBS Wellness Coach assigned to them
- The winner will be announced prior to America’s Thanksgiving Parade®, ride on a new float in ATP and receive a prize pack

For more information or to register, visit 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®.

###