



MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**

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## **BIG ROCK CHOPHOUSE, THE RESERVE AND WILLIAM WHITE TO HOST DISTINGUISHED GRAND JESTER'S RECEPTION**

*Suit Up with Detroit's Movers and Shakers to Support America's Thanksgiving Parade®*

**DETROIT** (XX September 2009) – The Parade Company's Distinguished Clown Corps will be holding its Distinguished Grand Jester's Reception to honor past 2008 Distinguished Grand Jester, Syd Ross of Great Lakes Wine & Spirits on Wednesday, September 30, 2009 from 6–8 p.m. The event will be held at The Reserve at Big Rock Chophouse, a proud supporter of The Parade Company. Guests will enjoy hors d'oeuvres and refreshments compliments of Big Rock Chophouse

“More than 2,000 Distinguished Clowns have been a part of this grass-roots tradition over the past 25 years and I am so honored to be a part of this wonderful tradition and serve as the 2009 Distinguished Grand Jester,” said William White, Chairman, president and CEO, Dearborn Federal Savings Bank.

The Parade Company is currently seeking nominations for its most notable program, the Distinguished Clown Corps, a group of corporate and community leaders who march in America's Thanksgiving Parade®. On Thanksgiving Day, this distinguished group of individuals trade in their business suits for clown suits to make the grand march down Woodward Avenue in downtown Detroit while handing out beads to parade goers.

All of the Distinguished Clowns receive a custom designed clown outfit. The Distinguished Clown Corps membership is \$1,000 per person and all proceeds benefit The Parade Company. The deadline for nominations is Friday, October 30, 2009. For questions regarding nominations, contact CarolAnn at 313.432.7831.

**WHAT:** Distinguished Grand Jester's Reception

**WHEN:** Wednesday, September 30, 2009 from 6:00 – 8:00 p.m.

**WHERE:** The Reserve at Big Rock Chophouse  
325 S. Eton Street  
Birmingham, MI 48009

### **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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