



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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

**BE A PART OF PARADE MAGIC –
RENT YOUR HALLOWEEN COSTUME AT THE PARADE COMPANY**

Parade Costume Favorites Available for Rent

DETROIT (02 October 2009) – Your favorite costumes from America’s Thanksgiving Parade® are available for rent for all your Halloween party needs through The Parade Company. Thousands of adult-sized costumes are available for rent year round and include a creative line-up of everything from pirates to toy soldiers to princesses. Costume rental prices range from \$35 - \$65, adult sizes only. All proceeds benefit The Parade Company.

While costumes can be rented anytime throughout the year, Halloween reservations must be made by Monday, October 26, 2009. Costume rentals can be paid by Visa, MasterCard, money order or personal check.

For more information or to reserve your costume, contact the costuming department at The Parade Company at 313.432.7835. To view costume rentals, visit www.theparade.org.

PLEASE NOTE: Parade Company representatives are available for media interviews and media are welcome to try on costumes. Please call Steve Abood with The Parade Company at 313.923.7402 ahead of time to arrange.

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®.

###