



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

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THE PARADE COMPANY ANNOUNCES TONY MICHAELS AS ITS NEW PRESIDENT

DETROIT (15 May 2009) – The Parade Company is pleased to announce Tony Michaels as its new President. Most recently the Chief Executive Officer who created an overall vision, strategy and growth plan for the iconic brand of Big Boy Restaurants International, Michaels will now take the reigns to another iconic brand – The Parade Company who produces Detroit’s greatest events including the Target Fireworks and America’s Thanksgiving Parade®.

“We have found the perfect guy to lead The Parade Company,” said Matthew P. Cullen, Chairman of The Michigan Thanksgiving Parade Foundation. “Tony has demonstrated his passion and dedication to The Parade Company for many years and now his experience and innovation will lead us through a time of great challenge and opportunity.”

“I am honored to lead The Parade Company and its great tradition of creating magical events that bring family and community together,” said Tony Michaels, President of The Parade Company. “I see a tremendous opportunity to take the jewels of Detroit and really expand and evolve this great platform that has been built.”

In addition to being President of The Parade Company, Michaels expects to remain part of the Executive Director team for the Woodward Dream Cruise.

A native to Metro Detroit, Michaels is a 1981 graduate of Central Michigan University with a BS in Business Administration. He serves as Chairman for the Michigan Sports Hall of Fame and Operation Can-Do Food Drive. He is actively involved in fund-raising for Crittenton Hospital and Rochester Leader Dogs for the Blind. He and his wife Clarice have three children and reside in Rochester, Mich.

About The Parade Company

Founded in 1984, The Parade Company (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 82 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, River Days and America’s Thanksgiving Parade®.

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