



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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OFFICIAL GRANDSTAND TICKETS NOW AVAILABLE FOR AMERICA'S THANKSGIVING PARADE®

DETROIT (02 October 2009) Hundreds of thousands of spectators will make their way to downtown Detroit on November 26, 2009 to enjoy the fun and magic of America's Thanksgiving Parade®! Enjoy this year's Parade in comfort with your family and friends from official Grandstand seats, offering you the best view of this cherished event.

Grandstand seats offer you a prime location in downtown Detroit, with the ability to see, live and up close, more than 60 units of your favorite floats, balloons, marching bands, specialty acts and celebrity guests. Enjoy the convenience and comfort with the best views along the Parade route.

"The Parade Company is working really hard to make the 2009 America's Thanksgiving Parade® the biggest and best yet," said Tony Michaels, President and CEO, The Parade Company. "Purchase your grandstand tickets and come on down with your friends and family to enjoy this holiday tradition from the best seats along the Parade route."

Grandstand tickets are easy to order and you can choose from three different options:

- **General Admission** seating is located at step-off (Mack and Woodward Avenue), Foxtown and Grand Circus Park; these tickets are priced at \$20.00 each.
- **TV Zone Grandstand** seating is located in the Merchants Row area where the lights shine as the Parade is broadcast live to millions. TV Zone Grandstand tickets are priced at \$25.00 each and include viewing of WDIV Local 4's one hour pre-show.
- **VIP Grandstand** seating includes access to The Parade Company's VIP pre-Parade breakfast. Locations include the Hard Rock Café on Monroe Street and Cheli's Chili Bar on E. Adams Avenue. VIP Grandstand seating is located in Grand Circus Park, Campus Martius and the Merchant's Row area. VIP Grandstand tickets are priced at \$40.00 each.

Group rates are also available at discount prices. Grandstand tickets **are non-refundable** and can be ordered at www.theparade.org or by calling 313.923.7400 ext. 231.

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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