



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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THINKING OF HOLDING AN EVENT AT THE PARADE COMPANY? COME TO THE 3RD ANNUAL EVENT RENTAL EXTRAVAGANZA

The Parade Company Hosting Rental Event on Thursday, October 8, 2009

DETROIT (XX October 2009) – Come and enjoy music, food and a live prop creation exhibition as The Parade Company, producers of America's Thanksgiving Parade® and the Target Fireworks, invite you to the 3rd Annual Event Rental Extravaganza. This unique event allows for those interested in renting floats, balloons or costumes to see them up close. See how to add creativity to your event by viewing The Parade Company's extensive collection of:

- Custom-created costumes
- The world's largest papier-mâché head collection
- Larger-than-life balloons and floats that appear in America's Thanksgiving Parade®

WHAT: 3rd Annual Event Rental Extravaganza

WHEN: Thursday, October 8, 2009 from 4:00 – 7:00 p.m.

WHERE: 9500 Mt. Elliott, Studio A
Detroit, MI 48211
313.923.7400

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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