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THE PARADE COMPANY ANNOUNCES *TOGETHER WE SHINE* AS THEME FOR 83rd AMERICA'S THANKSGIVING PARADE®

DETROIT, MI – (01 October 2009) – The theme for the 83rd America's Thanksgiving Parade® is Together We Shine. The theme celebrates The Parade Company bringing a spark of magic and people together to enjoy one of Detroit's largest and free events where for one special moment, families can be entertained, share a tradition and create a memory. As we celebrate the theme of this year's Parade, we are asking the metro Detroit community to join together to celebrate this civic event that is so important to our community.

America's Thanksgiving Parade®, one of the country's oldest and most celebrated Parades, will step off at 9:20 a.m. on Woodward Avenue and Mack and end at Woodward Avenue and Congress in downtown Detroit on Thursday, November 26, 2009. Hundreds of thousands of parade-goers will be watching as the Parade makes its way down Woodward Avenue.

"The Parade Company is in the business of bringing people together and our events epitomize all that is wonderful about our region," said Tony Michaels, President and CEO, The Parade Company. "We get the opportunity to showcase to the world that in difficult times we can stand together and lift each other up in such a great city, showing that Together We Shine."

In the spirit of shining together, The Parade Company is launching a food drive to help those in need in our community. The non-perishable food items will be collected at various Parade Company events, now through Parade season, and will be donated to Gleaners Community Food Bank of Southeastern Michigan.

Other exciting Parade Company events and ways to get involved include:

- The Parade Company's own **Distinguished Clown Corps**, a group of corporate and community leaders who trade in their business suits for clown suits to make the grand march down Woodward Avenue on Thanksgiving Day.
- **The Big Head Corps** offers young professionals the opportunity to get involved with The Parade Company while offering fun programs and networking opportunities with other young professionals.
- **Grandstand Tickets** – See The Parade up close and personal from the comfort of the Grandstand seats. To order tickets call 313.923.7400 or visit www.theparade.org.
- **Hob Nobble Gobble®** – Detroit's premier family event, at the Michigan State Fairgrounds on Wednesday, November 25 from 6:30 – 10:30 p.m. This black-tie event is an unforgettable evening of entertainment, fabulous food and a carnival midway of games and rides.
- **27th Annual Turkey Trot** presented by Fifth Third Bank – The "tradition before the tradition" is Michigan's largest 10K run and includes the Mashed Potato Mile and 5K Stuffing Strut. Nearly 12,000 participants run the challenging city course through downtown Detroit in holiday costume.
- **A Day in Paradeland** – See and experience the larger-than-life floats featured in America's Thanksgiving Parade® on Saturday, November 28 from 10:00 a.m. – 5:00 p.m. at The Parade Company. Admission is \$6.00 per person (ages 2 and under are free). Food is available for purchase. Everyone is encouraged to bring a non-perishable food item to benefit Gleaners Community Food Bank of Southeastern Michigan and those in need in our community.
- **Costume Rentals** – Your favorite costumes from America's Thanksgiving Parade® are available for rent all year round. Thousands of adult-sized costumes are available and prices range from \$35 - \$65, adult sizes only.

For more information or to reserve your costume, contact The Parade Company's costuming department at 313.432.7835.

- **The Tour Program** – Take a behind-the-scenes tour of The Parade Company and discover the city's most hidden treasure. Tours are available for groups of 10 or more. School curriculum for grades PreK-5 developed by Eastern Michigan University is now available for educators to request or download at www.theparade.org. Cost is \$8 per student and \$12 per adult.
- **Volunteer** – The Parade Company produces amazing events for millions of people each year - an accomplishment that could not happen without the dedicated support of volunteers. Visit www.theparade.org to find out more about volunteer opportunities.

The two-hour Parade will be featured on WDIV-TV Local 4 including a one-hour national broadcast reaching nearly 65 million households nationwide. NewsTalk 760 WJR will also broadcast live from the Parade. This year's Parade will feature crowd favorites and new surprises with more than 60 Parade units including floats, balloons, marching bands, clowns and specialty acts.

For more information on The Parade Company, visit www.theparade.org or call 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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