



MEDIA ADVISORY

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THE PARADE COMPANY ANNOUNCES ADDITIONAL *LEGENDS* AND *LOLLIPOPS* FOR AMERICA'S THANKSGIVING PARADE®

Brooke Hogan and The Contours featuring Sylvester Potts Join Parade Line-Up

DETROIT (03 November 2008) The Parade Company is pleased to announce the addition of Brooke Hogan and The Contours featuring Sylvester Potts appearing at the 82nd America's Thanksgiving Parade®.

- **Brooke Hogan**, the oldest child of professional wrestler Hulk Hogan, is a pop singer and television personality who recently appeared on the reality-television series *Hogan Knows Best*, which focused on her family on VH1 and MTV. She currently stars in a spin-off series called *Brooke Knows Best* which focuses on her life. She released her debut album *Undiscovered* in 2006.
- **The Contours featuring Sylvester Potts**, in honor of Motown's 50th Anniversary will be kicking off the Parade with a Motown Medley.

The 82nd America's Thanksgiving Parade® will step-off at Woodward Avenue and Mack on Thursday, November 27 at 9:20 a.m. and end at Woodward Avenue and Congress in downtown Detroit. More than one million people will be watching America's Thanksgiving Parade®, one of the country's oldest and most celebrated, as it makes its way down Woodward Avenue.

See the Parade up close and personal from the comfort of the Grandstand seats. Grandstand tickets range from \$24 – \$48 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 Jennifer at 313.923.7400 x231.

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. 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 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-round to bring a wide variety of magnificent events to the City of Detroit each year including the Target Fireworks, GM River Days and America's Thanksgiving Parade®.

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