



THE PARADE COMPANY

FOR IMMEDIATE RELEASE

CONTACT: Aamira Bussey Bellamy
lovio|george|inc
313.832.2210 x17
akb@loviogeorgeinc.com

THE PARADE COMPANY NAMES DAVID DANIELSON ART DIRECTOR

DETROIT, MI (02 September 2008) – Joan A. LeMahieu, President, The Parade Company is pleased to announce that David Danielson has been named Art Director. Danielson will lead the art team in creating props, floats, and adding “sparkles and magic” for several events, including the Target Fireworks, America’s Thanksgiving Parade® and Hob Nobble Gobble®.

“We’re thrilled to have David join our staff,” said LeMahieu. “His passion for creative excellence, his design talent and his experience creating floats and props will all be tremendous assets as we continue to serve our community.”

Danielson previously worked at The Parade Company from 1999 – 2002 where he received float building experience by designing the Big Green Book Worm, the Vince Lombardi trophy used on the Super Bowl XL float and much of the design work, creation and sculpting of the papier-mâché heads commissioned for Detroit 300.

Since leaving The Parade Company, Danielson has been working as a staff artist at Prop Art Studio in Detroit, MI.

Danielson studied art at the College for Creative Studies in Midtown Detroit earning a degree in Fine Arts. A native of St. Ignace, Danielson and his family currently resides in Hamtramck.

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®.

###