



NEWS RELEASE

THE PARADE COMPANY

Grammy-Nominated Soulja Boy to Headline Hob Nobble Gobble® Presented by Ford Motor Company

DETROIT (September 22, 2026) – Crank That! The Parade Company announced today that Soulja Boy will headline this year's Hob Nobble Gobble® presented by Ford Motor Company. This magical night and star-studded, black tie fundraiser gala benefits The Parade Company with support from 2,000 guests of all ages. Produced by The Parade Company, this year's event is Friday, November 20 from 6:30-10:30 p.m. at Ford Field in Detroit, and will surprise and delight guests with special moments celebrating the 100th America's Thanksgiving Parade® presented by Gardner White.

"Hob Nobble Gobble® presented by Ford Motor Company is an amazing night in Detroit and supports our mission of creating the greatest parade in America," said Tony Michaels, President & CEO of The Parade Company. "Ford Motor Company is a remarkable partner of The Parade Company, and we can't thank them enough for supporting this very special night and our 100th Parade."

Soulja Boy is an American rapper, record producer, and entrepreneur who rose to prominence with his breakout 2007 single "Crank That (Soulja Boy)," which topped the Billboard Hot 100. He continued his success with hits including "Kiss Me thru the Phone," "Turn My Swag On," and "Pretty Boy Swag." Throughout his career, he has earned a Grammy Award nomination, three BET Award nominations, and four Teen Choice Award nominations, and ranked No. 18 on Forbes' 2010 Hip-Hop Cash Kings list.

Hob Nobble Gobble presented by Ford helps to raise important funds for The Parade Company to produce the iconic America's Thanksgiving Parade® presented by Gardner White. Guests will enjoy a fabulous carnival midway; exceptional food and delights and live entertainment from end zone to end zone for kids and adults alike. Soulja Boy's headline performance is supported by ALT 98.7 Detroit. Tickets to the black tie evening are limited. To reserve your tickets or tables, please contact CarolAnn at cbarbb@theparade.org or (313) 432-7831.

This year's Parade theme, "This is 100" celebrates a century of Detroit's most magical tradition and marks 100 years for one of the oldest Thanksgiving parades in the country. The Parade is free and open to the public along Woodward Avenue.

A series of exciting announcements for the Parade's 100th edition will follow in the coming weeks. For more information, visit theparade.org.

Voted as America's Number One Holiday Parade multiple times by USA TODAY, America's Thanksgiving Parade® presented by Gardner White takes place on Thursday, November 26. The 100th America's Thanksgiving Parade® presented by Gardner White will awe generations of parade-goers on Woodward Avenue in downtown Detroit with amazing floats, larger than life balloons towering the skyline, celebrities, famous Distinguished Clowns and Big Heads, marching bands and more. It is broadcast live on WDIV Local 4 from 10 a.m. – 12 p.m. and nationally to millions of viewers across 185 major cities in the U.S. WJR 760's Paul W. Smith and WOMC 104.3 have special Thanksgiving Day broadcasts.

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 100 years of Parade tradition in Detroit and is committed to funding, creating and executing the best family events in Michigan. The Parade Company staff, board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit and the region including the Ford Fireworks, Strategic Staffing Solutions Turkey Trot, and America's Thanksgiving Parade® presented by Gardner White. Follow The Parade Company on Facebook and Instagram.

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