



✱ THE MAGIC IS WAITING FOR YOU HERE! ✱

SCHEDULE YOUR TOUR!

Schedule your Studio Tour any time Monday-Friday between 9am-4pm. Please note that reservations are required to tour the studio.

The Parade Company offers:

- ★ Guided walking tours all year round
- ★ Saturday tours (upon request)
- ★ Group tours (10 people or more)
- ★ Wheelchair accessibility

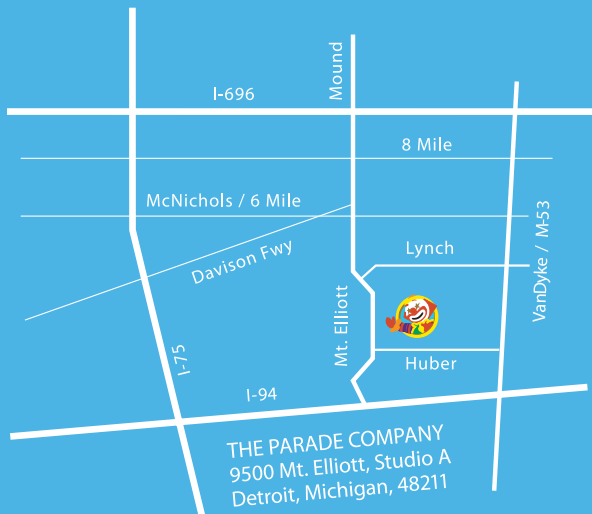
Don't forget to visit our Studio Treasure Chest, where you can take home a souvenir of your very own!

**\$1.00 OFF**

Valid for \$1.00 OFF admission for Studio Tour.  
Can be used for up to 20 people.

Maximum value is \$20.00  
COUPON IS NOT VALID IN OCTOBER OR NOVEMBER

FIND US .....



CONTACT US >>>>

P 313.923.7400 F 313.923.2920  
www.theparade.org

CONNECT WITH US >>>>



DESIGN AND PHOTOGRAPHY PROVIDED BY:

seeds  
MARKETING + DESIGN



STUDIO TOURS



THE PARADE COMPANY





DISCOVER DETROIT'S

MOST ENCHANTING

HIDDEN TREASURE

Start here



**DID YOU KNOW?**

We have been making the march down Woodward since 1924.



Venture into our magical **Paradeland** and experience a behind the scenes look at America's Thanksgiving Parade® presented by Art Van, one of Motor City's oldest traditions. Learn more about the Parade's fascinating history, explore the 200,000 square-foot storyland of floats and see how our award-winning artisans bring them to life.

Take a journey through our unique creative kingdom, marvel at the world's largest collection of papier-mâché heads and stop by our costume shop, where over 3,000 costumes make a colorful array of characters come to life.



In partnership with Eastern Michigan University, we've developed Pre K-5 curriculum guides for educators. These curriculum guides offer lesson plan ideas and educational talking points for students before, during and after your tour of the Parade Studio. Curriculum guides for each grade are available for download on our website.



**DID YOU KNOW?**

America's Thanksgiving Parade® in Detroit is the second largest Thanksgiving parade in the country.

