



THE
PARADE
COMPANY
DETROIT

2017

BIG HEAD CORPS

PRESENTED BY



**MICHIGAN
LOTTERY**

*we've got some pretty **BIG HEADS** to fill*

welcome to THE PARADE COMPANY'S **BIG HEAD CORPS**

THE BIG HEAD CORPS presented by Michigan Lottery is a group of dynamic Young Professionals who help support The Parade Company's mission by raising funds towards the preservation and restoration of the world's largest papier-mâché head collection. Celebrating its 10th anniversary, this group hosts events and activities throughout the year in Metro Detroit, as well as participating as a unit in *America's Thanksgiving Parade®* presented by Art Van.

One of The Parade Company's grandest attractions is the world renown papier-mâché head collection. These colorful artifacts were originally acquired from artists in Viareggio, Italy with several dating back to the 1940s. The ever expanding collection of nearly 300 heads are restored by the seasoned artists at The Parade Company and each year a new one is created. These cherished parade characters can be seen throughout the year in the studio and along the Parade Route.

In addition to great fun along the Parade Route, members also receive:

- 4** Parade Preview Party presented by Art Van tickets **10/18/17**
- 2** Pancake Breakfast presented by Blue Cross Blue Shield of Michigan tickets at The Parade Company **11/3/17**
- 2** VIP Grandstand tickets in a designated Big Head Corps section **11/23/17**
- 1** Ticket for the Big Head Corps Breakfast on Parade morning **11/23/17**
- 1** Big Head Corps Swag Bag – filled with Big Head Corps essentials
- 1** Individual photo of you in costume taken on Parade Day

ENDLESS FUN ON THE PARADE ROUTE AND DURING THE YEAR!

we've got some pretty **BIG HEADS** *to fill*

Each Big Head is unique and fits differently! To ensure it's a perfect fit let's schedule a fitting at the Parade Studio – head choices are NOT confirmed until the fitting takes place!

RETURNING MEMBERS

Renew your membership by **August 20th** to claim your Big Head from last year. On **August 21st**, each Big Head that is not renewed is open to the public!

NEW MEMBERS

Fill in your 1st and 2nd preferred Big Head choice on the enrollment form – *remember previous members have the option to renew their previous year Big Head Choice until August 20th.*

Here are some of our beloved Big Heads



RAGGEDY ANN



FROG



BO



ARETHA FRANKLIN



BOB SEGER



YELLOW OSTRICH



BLUE BUG



GORDIE HOWE



PURPLE FLOWER



SPARKY ANDERSON



GILDA RADNER



JOE LOUIS

For a complete list of **BIG HEADS** and to download the enrollment form, go to theparade.org!

*Be a part of the magic in a **BIG** way
and reserve your spot today!*

2017 EVENTS

Big Head Open House | 9.28.17 | The Parade Company, Detroit, MI

Fowling | October 2017 | Fowling Warehouse, Hamtramck, MI

Happy Hour Meet & Greet | November 2017 | Grosse Pointe, MI

For up-to-date event information like us on Facebook!



Contact Cristina Kelleher with any questions!

313.923.7403 or ckelleher@theparade.org



THE PARADE COMPANY
**BIG
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**MICHIGAN
LOTTERY**



MARKETING • PRINT • MAIL
ST. CLAIR SHORES

