

**FOR IMMEDIATE RELEASE**

**GM PRESENTS DETROIT INTERNATIONAL RIVER DAYS TO DEBUT ALONG DETROIT'S  
NEW RIVERWALK FROM JUNE 22 – 27, 2007**

*The Detroit RiverFront Conservancy, The Parade Company and General Motors to Present 6-Day Event*

**DETROIT** (13 March 2007) – The Detroit International Riverfront will be in the spotlight this summer in a first-ever six-day festival taking place along Detroit's new RiverWalk. Detroit International River Days, which will be an annual event, is organized by The Detroit RiverFront Conservancy (DRFC), The Parade Company and General Motors, and will kickoff on Friday, June 22 and culminate with one of Detroit's greatest traditions, the 49<sup>th</sup> Annual Target Fireworks, on Wednesday, June 27.

"With all of the significant developments that have taken place on the Riverfront in the past four years, we are thrilled to finally invite the community down to the RiverWalk to not only see the progress, but experience everything it has to offer," said Faye Nelson, president of the DRFC.

The family-friendly event, which will feature activities and entertainment spanning from the new Gabriel Richard Plaza & Pavilion to the GM Plaza & Promenade and beyond, will be free to the public and will take advantage of the natural assets the Riverfront provides. Festival-goers can look forward to live musical entertainment on three stages, interactive games, exhibitions, carnival elements and activities involving metro Detroit's fishing and boating community, including a Venetian Night on the Detroit River.

The Parade Company will program a Family Fun Zone at Rivard Plaza & Pavilion during River Days. It will also continue to provide its family-focused event Rhythm & Rhymes from the Hart, featuring AM 910 Radio Disney, that takes place in Hart Plaza on Wednesday, June 27 prior to The Parade Company-produced Target Fireworks and its VIP Rooftop Party, the major fundraising event for The Parade Company.

"We are expanding one of the most highly-anticipated events of the summer," said Joan LeMahieu, president of The Parade Company. "River Days is a fabulous way to ramp up to the nation's most amazing fireworks display and a nearly 50-year Detroit tradition – the Target Fireworks."

Presenting sponsor General Motors will also provide engaging and interactive activities throughout the festival as well as utilize the many amenities within the Renaissance Center, including great restaurants and retail shops, the GM Wintergarden, GM World and the GM Plaza & Promenade for additional event programming.

"GM believes in partnering with communities and is proud to be actively involved in the development of the Detroit International Riverfront," said Matt Cullen, general manager, Economic Development and Enterprises Services, General Motors. "River Days will serve as a catalyst that will draw people from the community and across the region to rediscover Detroit and this spectacular riverfront."

"Detroit International River Days will serve as the keystone festival for our summer downtown," said Mayor Kwame M. Kilpatrick, City of Detroit. "From Memorial Day to Labor Day, we have some of the nation's most exciting events, and River Days is one more gem for us to enjoy, showcasing our transformed Detroit riverfront."

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In just four years, the DRFC has transformed a significant portion of public space along the Detroit International Riverfront from a vision to reality. More than 75 percent of the east Riverfront project, which includes two of the four plazas and pavilions along with significant portions of new RiverWalk, will officially open this spring, joining already completed Riverfront parcels such as the GM Plaza and Promenade and the Tri-Centennial State Park Harbor. Additional elements of the east RiverFront, such as the Dequindre Cut and second phase of Tri-Centennial State Park, will begin construction later this year. A successful public-private partnership has been the driving force in launching the \$300 million east riverfront transformation, which is anticipated to leverage more than \$1 billion of investment in future years. The DRFC is currently working to raise its final \$47 million for the east RiverWalk project.

### **Detroit RiverFront Conservancy**

The Detroit RiverFront Conservancy is a 501 (c) 3 public-private partnership formed in 2003 to undertake the establishment, improvement, operation, maintenance, security and programming of the Detroit International Riverfront, including the creation of a RiverWalk and all of the parks and green spaces along the Detroit International Riverfront, from the Ambassador Bridge to the MacArthur Bridge at Belle Isle and beyond. The Conservancy is funded by private and public grants and contributions. A \$140 million campaign is underway to fund construction, maintenance and operations of the east RiverWalk project. To date, \$93 million has been raised towards that goal.

### **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 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 and America's Thanksgiving Parade®.

### **General Motors**

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the global industry sales leader for 76 years. Founded in 1908, GM today employs about 284,000 people around the world. With global headquarters in Detroit, GM manufactures its cars and trucks in 33 countries. In 2006, nearly 9.1 million GM cars and trucks were sold globally under the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, HUMMER, Opel, Pontiac, Saab, Saturn and Vauxhall. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. More information on GM can be found at [www.gm.com](http://www.gm.com).

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