



## GM RIVER DAYS' 2008 ACTIVITY LINE-UP

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The Detroit RiverFront Conservancy, The Parade Company and General Motors are pleased to announce the exciting line-up for the 2008 GM River Days. Kicking off Friday, June 20 and culminating on Monday, June 23 with the 50<sup>th</sup> Annual Target Fireworks, River Days will take place along the Detroit International Riverfront on Friday from 11 a.m. – 11 p.m., Saturday from 10 a.m. – 11 p.m., and Sunday from 10 a.m. – 9 p.m.

Free to the public, GM River Days will feature family-friendly entertainment, including:\*

**Pure Michigan Fun on the Water** – GM River Days will be the perfect time to enjoy all the fun that the new Detroit International Riverfront has to offer. Pure Michigan Fun on the Water includes:

- **(NEW) Tall Ship** – For those who have never seen a tall ship, GM River Days will be the place to visit as the Highlander Sea, a 154-foot gaff-rigged topsail schooner, will dock at Rivard Plaza each day of the festival. The whole family can enjoy a FREE educational tour aboard this truly historical maritime vessel. Visitors will explore the pilothouse & helm, get a taste of life at sea in the galley, visit the main salon and discover international code flags on the foredeck & main mast.
- **(NEW) Detroit River Cruise** – Guests strolling along the RiverWalk beginning at 2:30 p.m. on Saturday, June 21 will see as many as 100 different boats and vessels taking part in the Detroit River Cruise as they travel past the GM River Days' festival site. The cruise is presented by E-Dock & Friends, a community organization that strives to increase the awareness of boating and encourage others to get involved. The Detroit River Cruise is open to the public for participation. Interested applicants can download a registration form at [www.edockandfriends.com](http://www.edockandfriends.com).
- **(NEW) APBA Gold Cup Boat Exhibitions** – An exhibition of hydroplane racing will add excitement to the Detroit River on Friday, June 20 and Saturday, June 21 from 4 – 8 p.m.
- **DTE Energy Parade of Lights** – More than 50 boats are expected to take the Detroit River for the return of last year's big hit DTE Energy Parade of Lights on Saturday, June 21 at 10:05 p.m. This year's parade is anticipated to be one of the largest boat parades in the United States. The Detroit Yacht Club is once again coordinating this fantastic display of decorated sailboats and powerboats. Interested applicants can download the application at [www.gmriverdays.com](http://www.gmriverdays.com) or call the Detroit Yacht Club at (313) 824-1200.

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- **Jet Ski Demonstrations** – Back by popular demand, Typhoon Tommy Nuttall and the Typhoon Ski Freestyle Team will bring their high-flying freestyle jumping and underwater dives to the Detroit River on Friday, June 20 through Sunday, June 22. On land, the team will entertain visitors with hula-hoops, poster and t-shirts signings, lifejacket safety demos and pictures with the skiers.
- **Diamond Jack’s River Tours** – Docked at the GM Plaza on Friday, June 20 and Saturday, June 21 and at Hart Plaza on Sunday, June 22, Diamond Jack will offer visitors the opportunity to take 1-hour tours on the Detroit River. The tours will be offered at a discounted rate, with \$10 tickets for adults, and \$5 tickets for children. Children under 5 years of age are free with an adult.
- **The Lake Guardian** research vessel, run by the United States Environmental Protection Agency, will be docked at the GM Plaza on Sunday, June 22 during festival hours. The vessel will offer 30-minute tours throughout the day, where children and adults can learn about the different aspects of the boat’s journey, and participate in discussions with crewmembers and hands-on activities.
- **Coast Guard Days** – On Sunday, June 22 the men and women of the U.S. Coast Guard will bring a variety of working boats and displays to GM River Days at Rivard Plaza and the GM Plaza. The Coast Guard will treat audiences to search-and-rescue demonstrations and there will be several rescue and response and safety displays available for viewing.

**\*GM River Days Live Music** – An outstanding mix of bands and musical acts will perform throughout each day of the festival on six different stages offering free musical performances to festival-goers.

- The **Detroit Symphony Orchestra** will once again bring its world-class musicians to Detroit’s Riverfront for a dazzling concert under the stars. The performance will kick off the entertainment on the **Bank of America National Stage** on Friday, June 22 at 5 p.m. The Bank of America National Stage will feature a variety of national headlining acts each night of the festival.
- Metro Detroit’s hottest bands will take to the **EDS Stage**, **Sprint Stage** and **Compuware Stage** each and every day during River Days festival hours. The **Chevy Stage** will join the festival on Sunday, June 22 with a fantastic line-up of country music acts.

*\*A full musical line-up will be announced in the coming weeks*

**MEDC Green Days** – With the current focus on everything “green,” what better way for GM River Days’ visitors get up to speed with all the great green efforts happening locally than by checking out the Michigan Economic Development Corporation’s Green Days. Located inside the GM Wintergarden, Green Days will include nearly 20 exhibits and presentations on greenway initiatives, pollution prevention, conservation and environmentally-friendly products.

- **General Motors (GM)** will provide information about all the things GM is doing for the environment through their manufacturing facilities and the products they sell.
- **Riverside Kayak Connection, LLC** will have specials on a wide variety of kayaks and products. In addition, Riverside Kayak’s trained staff will be present to provide information on products and opportunities for kayaking in Southeastern Michigan.
- **City Knits** will teach visitors about the low-impact hobbies of knitting, crocheting, spinning and weaving, including how to select the right supplies to make this hobby even more environmentally friendly.

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- **The Detroit Eastside Community Collaborative**, a group of local organizations dedicated to the development of Detroit's east side, will provide information on their signature project, the Conner Creek Greenway.
- **The Detroit River International Wildlife Refuge** will share their story about the 35 years of pollution prevention that continue to rebuild the Detroit River and Lake Erie.
- **DTE Energy's** display will teach visitors how to keep their home energy efficient, for little or no cost. Visitors can also hear about DTE's new online energy analyzer and GreenCurrents, their new renewable energy option.
- **The Ecorse Rowing Club** will provide information on the sport of rowing, as well as schedules of summer classes.
- **The Friends of Belle Isle's** display will teach visitors about their long-time work to preserve Belle Isle through the restoration of buildings, planting of trees, and even bringing the World Cup Soccer field from the Silverdome to the island.
- **The Friends of the Detroit River (FDR)** will provide information on their actions to protect the Detroit River, including river patrols and coordination with local organizations that affect the river.
- **The Friends of the Rouge's** display will show visitors a demonstration of water quality monitoring and learn about the restoration of the Rouge River ecosystem.
- **Michigan State University Extension – Natural Resource Connections** works to protect Michigan's natural resources. Visitors can participate in hands-on activities and take home a free map of birding locations in southeastern Michigan and southwest Ontario.
- **Michigan Trails and Greenways Alliance (MTGA)** is a non-profit organization developing a statewide trail system for recreation, health, transportation, and economic development. At their display, visitors can learn about MTGA's plans for biking and walking trails in Detroit.
- **Project GROW** will inform visitors on their work to encourage community farming and development of food related businesses on the east side of Detroit.
- **River Raisin Institute** will provide information and handouts concerning RRI's work on current water monitoring and restoration projects related to the River Raisin Watershed Restoration Initiative.
- **The Sisters, Servants of the Immaculate Heart of Mary** have recently renovated their Motherhouse using sustainable design. Their display will include information on sustainable living, including DVDs and video presentations created by IHM.
- **Wheelhouse Detroit** offers bicycle rentals, service, retail and tours from Rivard Plaza on Detroit's Riverfront.
- **Wildlife Habitat Council** will provide information on their work in helping large landowners manage their unused lands for the benefit of wildlife.

### **Tri-Centennial State Park and Harbor Activities**

- **(NEW) The Huron-Clinton Metroparks** mobile learning center trailer and its interpretive staff will offer a pond life study area with video microscopes for visitors to see and learn about pond organisms up close. Visitors will also be able to sit in a docked Voyager canoe docked while staff provide descriptions of river travel in the 1800s.

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- **(NEW) Michigan Department of Natural Resources** will host educational clinics on Saturday, June 21 and Sunday, June 22 at Tri-Centennial State Park and Harbor including a “how to fish” clinic for youths and a presentation on what Conservation Officers do out on the lakes. The parks division will also provide visitors with storytelling and activities from Friday, June 21 through Sunday, June 22.
- **2<sup>nd</sup> Annual Detroit River Open Bass Fishing Tournament** – The National Bass Angler’s Association will bring back some of the best anglers across the region to GM River Days. The tournament will feature a guaranteed first place prize of a brand new Tracker PT 190 boat valued at more than \$20,000, which makes this Open one of the highest payback tournaments for bass anglers in the Midwest. Detroit will be treated to an amazing launch of boats, which will take place at 8 a.m. on Saturday, June 21 in the Harbor at Tri-Centennial State Park, and festival guests will be able to view the fish weigh-in on festival grounds near Rivard Plaza at 5 p.m.

**GM Cool Events** - General Motors is bringing a variety of interactive and exciting activities for all GM River Days’ visitors to enjoy.

- **(NEW) Saturn** will promote health and fitness this year at GM River Days with a **5K Saturn Fun Run presented by Health Alliance Plan** on Sunday, June 22. The course will take runners along the Detroit RiverWalk and parts of downtown. The new Saturn line-up will also be featured at the Saturn display, include the 2 Mode VUE Hybrid. Guests can sign up to win a Saturn vehicle of their choice in the Devotion to Motion sweepstakes.
- Buick, the “Official Vehicle of the PGA TOUR,” will bring back its **Buick Golf Trailer** to GM River Days. Fans will be able to receive a personalized golf swing analysis, have a “virtual photo” taken with Buick spokesman, Tiger Woods (*Tiger Woods not scheduled to appear*) as well as receive a Tiger Woods poster, experience the latest vehicle products and purchase a discounted ticket to the 50 years celebration of the Buick Open at Warwick Hills Golf & Country Club.
- Pontiac, the “Official Performance Machines of the NCAA,” will showcase its vehicles inside the **Pontiac Performance Tour**, while also allowing visitors the opportunity to test their skills on the basketball courts throughout the festival.
- GMC, the “Official Vehicle of the NFL,” will allow visitors to see if their football skills are “Professional Grade” with its interactive display, the **NFL Quarterback Challenge**.
- **(NEW) Cadillac**, the “Official Vehicle of the Super Bowl,” will host a display where fans can take an **“Eshot” with the Super Bowl MVP Replica Trophy**, which they can download after the event.
- **(NEW) HUMMER** will give visitors an up-close look at the all new 2009 H3T – the most versatile HUMMER ever built from the Division that brings you the most capable off-road vehicles in the world. HUMMER will also feature several unique vehicles including the 2009 HUMMER H2 E-85, a HUMMER Off-Road Race truck and a handful of production and specialty vehicles.
- **(NEW) Saab** will feature the AeroX tour that showcases Saab’s commitment to design and showcases the AeroX concept vehicle.
- **(NEW) The Chevy Fuel Stations Tour** will offer a chance to win “Gas for a Year” and other cool prizes from the Chevy Team. Guests can also sing some karaoke, play some bags and test their knowledge in the **Chevy Trivia Game Show!** The MVPs of MPG’s will also be showcased at GM River Days.
- **(NEW) XM Satellite Radio** will feature an interactive, live demonstration (4 listening stations), along with an XM-equipped vehicle where a product specialist will demonstrate its features and feasibility. GM and XM will also present consumers with the **“Tune In, Take it Home Sweepstakes”** with the first prize winner taking home an XM Express EZ Radio.

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**Cars on the Water** - A GM classic car show unlike any other will be displayed within the festival site for thousands of GM River Days' spectators to admire. This is can't miss event for car owners and admirers alike.

**(NEW) Michigan Sports Hall of Fame Road Trip** – This state-of-the-art, action-packed interactive mobile exhibit will give families and sports lovers of all ages the chance to participate in interactive sports skill zones, meet an all-star roster of legends at autograph sessions and take in one-of-kind historical sports exhibits.

**(NEW) Bank of America Exhibit** – Visitors will get a rare opportunity to feel what it's like to be behind the wheel in a NASCAR race with NASCAR simulators. There will also be a NASCAR show car on-hand along with photo opportunities, face painting and giveaways.

**(NEW) Art on the River** – Lining the Detroit RiverWalk with 25 artist booths Friday, June 20 through Sunday, June 22, Art on the River will feature ethnically diverse artwork created by a mixture of professional and emerging artists in metro Detroit. The professional artists will be paired with an emerging artist during the festival as part of a mentoring program.

**Helicopter Rides** – Festival-goers have a chance to fly high in the skies and get a bird's eye view of the city during GM River Days. The helicopter will be lifting off just east of Rivard Plaza and will take guests on a 5-minute flight that will give fabulous scenic views of the Detroit International Riverfront, Ambassador Bridge, downtown Detroit as well as Comerica Park and Ford Field.

**Ultimate Air Dogs** – Last year's crowd-favorite is back! Milt Wilcox and his Ultimate Air Dogs will showcase long-distance dock jumping and the "ultimate vertical" once again at GM River Days from Friday, June 20 through Monday, June 23.

**Pooch-A-Palooza Pet Walk** – Dog owners can explore the new RiverWalk with their "best friends" in the Pooch-A-Palooza Pet Walk. There are two walking times this year at 9:30 a.m. and 11:30 a.m. on Saturday, June 21 beginning at the GM Plaza & Promenade. Canine to Five: Detroit Dog Daycare will coordinate the walks as well as provide free "PETicures" for pooches. Pet portraits will also be available courtesy of Zim Photography along with a pet health area, vendors and dog training demonstrations. For more information on the walk or to register, visit [www.caninetofivedetroit.com](http://www.caninetofivedetroit.com).

**Discovery Zone** - Created by The Parade Company, the Discovery Zone at Rivard Plaza will be the scene of excitement and laughter while the young and "young at heart" participate in interactive games, enjoy lively entertainment and create fun make-and-take crafts.

- **(NEW) AM 910 Radio Disney** – Performing on the **Blue Cross Blue Shield Stage**, Radio Disney will bring games, merchandise giveaways and a line up of kid-friendly performers each day to the Discovery Zone.
- **(NEW) Arrrrghs and Crafts Pirate Tent** – Children can transform themselves into a pirate with four different craft stations featuring paper buccaneer swords, foam pirate hats, pirate tattoos and face painting. Three times a day, the decorated children will march through the Discovery Zone in an interactive Pirate Parade led by a Swashbuckler in a mini pirate ship float.
- **(NEW) Stories & Shows Theatre** – Ladels Bookstore in Corktown Detroit will provide storytelling and puppet shows for children in the tented theatre. Performances will take place 3-4 times a day with "show times" posted outside the theatre's entrance.

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**50<sup>th</sup> Annual Target Fireworks Celebration** – One of Detroit’s greatest traditions, the Target Fireworks, celebrates 50 years of spectacular entertainment. This Parade Company-produced celebration brings nearly one million spectators to Detroit’s Riverfront.

- **Official VIP Rooftop Party** - The Official VIP Rooftop Party on Monday, June 23 from 6 – 11 p.m. atop the Miller Parking Garage along the Detroit International Riverfront promises an evening filled with spectacular entertainment, fabulous food, games and activities for children, summertime fun for all and the best seats in the city for the Target Fireworks. All proceeds benefit The Parade Company and event tickets are \$175. For more information, please visit [www.theparade.org](http://www.theparade.org) or call (313) 432-7831.
- **Target Fireworks** - The Parade Company and Target are excited to present the 50<sup>th</sup> Annual Target Fireworks, one of the nation’s most spectacular fireworks displays, on Monday, June 23 along the Detroit International Riverfront in downtown Detroit. The show will be choreographed to music by Zambelli Fireworks Internationale and showcase more than 10,000 pyrotechnic effects that can be viewed for miles along the Detroit International Riverfront. Target Fireworks begin at 10:06 p.m.

\*Please note that programming elements and festival hours for GM River Days are subject to change. For up-to-date information on schedules and events, including our musical line-ups, please visit [www.gmriverdays.com](http://www.gmriverdays.com).

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