



4TH ANNUAL DETROIT RIVER DAYS USHERS IN SUMMER WITH AN INSPIRED CELEBRATION OF DETROIT'S RIVER, HISTORY AND CULTURE, JUNE 18-21, 2010

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***Festival boasts tall ships, giant sandcastles, environmental exhibits, chalk art, live music
and more all on the River!***

DETROIT (13 May 2010) - Detroit's river, history and culture were the focus as the Detroit RiverFront Conservancy announced details for the 4th Annual River Days today at Rivard Plaza. The hit festival will kick off Friday, June 18 and culminate on the first day of summer, Monday, June 21 with the 52nd Annual Target Fireworks. With all new activities aimed at widening the experience on the riverfront, as well as live concerts, River Days will span the Detroit RiverWalk from the Renaissance Center to the newly opened section of the William G. Milliken State Park and Harbor, Michigan's first urban state park. Festival hours are Friday and Saturday from 11 a.m. - 11 p.m. and Sunday and Monday from 11 a.m. - 10 p.m.

In order to continue River Days as responsible stewards, the non-profit Conservancy announced that it would implement a \$3 admission fee. The new revenue will supplement sponsorship dollars in order to help underwrite programming and operational costs for the festival. To help offset the new admission fee to the community, the Conservancy will offer a "Free Friday" promotion, with free admission until 5 p.m. on June 18. Also, the first hour of both Saturday, June 19 and Sunday, June 20 between 11 a.m. - 12 noon will be free. In addition, the admission fee will be waived on Monday to encourage everyone to come down the riverfront to view the fantastic 52nd Annual Target Fireworks produced by The Parade Company.

"The Conservancy raises money all year round to not only continue the development and improvement of the Riverfront, but to also operate, maintain and program this beautiful asset," said Matt Cullen, chairman, Detroit RiverFront Conservancy. "As one of the few remaining festivals in the region, this was an important move needed to continue an event

that both showcases our most prized assets and gives our community something positive to celebrate."

This year's River Days will bring back a number of its popular family-friendly activities, including the signature Parade of Lights, Diamond Jack's River Tours, Ultimate Air Dogs, Pooch-a-Palooza Pet Walk, Cars on the Water, The Parade Company's Kids' Zone, carnival rides and games, delicious food and incredible live music performed on three different stages. In addition, new festival programming will not only entertain, but also punctuate its location on an historic riverfront with a variety of new activities that will spotlight Detroit's maritime history and founding on the banks of the Detroit River, as well as its diverse culture.

"In addition to being set against the backdrop of one the busiest international waterways in the world," said Faye Nelson, president & CEO, Detroit RiverFront Conservancy. "River Days is one of the only festivals that inspires and entertains crowds both on land and water, all while providing visitors with the rich history and flavor of our city."

Maritime History

River Days will celebrate the city's vast maritime history, commerce and sport through a number of activities. For the first time at River Days, two tall ships, the Appledore IV and Appledore V, will dock at Rivard Plaza for free tours thanks to presenting sponsors Quicken Loans, Fathead and In-House Realty. Similar to the ships that worked the Great Lakes a century ago, the 65 ft. and 85 ft. schooners hail from Bay City, Mich. and are operated by BaySail. Also new to the festival, Team Sandtastic, from Sarasota, Florida will use its amazing talents to create one 50-ton and two 10-ton river-themed sand sculptures. Sponsored by Meijer, the towering sculptures will be built during the festival, so visitors will be able to watch them take shape. An open sand area nearby will allow children, and adults alike, to learn the art of creating their own one-of-kind sand masterpieces by Team Sandtastic's artists.

A fixture on the Detroit River since 1874, the United States Coast Guard will visit River Days providing a unique representation of Detroit's distinction as an international border. On Friday, June 18 a Coast Guard Cutter will be docked at the GM Plaza and at the Detroit/Wayne County Port Authority dock on Saturday and Sunday for free tours. Search and Rescue demonstrations will also be performed by the Coast Guard throughout the weekend. Also at GM Plaza, guests can board the festival-favorite Diamond Jack's River Tours for discounted 1-hour guided tours of the riverfront.

After a year hiatus, Typhoon Tommy will return to River Days to present the Detroit River Freestyle Championships on Friday, June 18 through Sunday, June 20. The event will feature some of the top freestyle jet-ski performers in the industry showing off their stuff with big air jumps, flips and underwater dives.

Topping off the celebration on the water will be the 4th Annual Parade of Lights taking place on Saturday, June 19 at 10 p.m. Organized in partnership with the Detroit Yacht Club, this spectacular display of more than 30 decorated sailboats and powerboats will

light up the Detroit River for all visitors to enjoy. Free to participate, interested applicants can call 313.824.1200.

Ecological Tribute

In Detroit's early founding, the land along the Detroit River was once composed of wetlands and ribbon farms owned by the founding French families whose names now grace the streets along the RiverWalk. The land's history and natural features will be celebrated through a number of experiences during the festival and inside the new Milliken State Park.

Kids of all ages will learn that "It's Easy Being Green" in Kids' Zone created by The Parade Company. Environmentally themed activities taking place throughout the state park include face painting, recycled crafts by Arts & Scraps, Earth-friendly games created by the Eastern Michigan Environmental Action Council (EMEAC) as well as imaginative story-telling, puppet and magic shows in the Stories & Shows Theater. The HAP Kids' Zone Stage will come to life with the music and entertainment provided by AM 910 Radio Disney, with the support of the Ad Council.

A new can't-miss feature of this year's festival is the spectacular street paintings from Chalk Artist Lee Jones sponsored by Blue Cross Blue Shield of Michigan. Lee will produce 6'x 6' street paintings, which will bring stories of Detroit's ecological history to life with the help of performance art and festival guests.

Thanks to the support of Bank of America, southeast Michigan's most active environmental organizations will fill more than a dozen booths throughout the state park, including the Michigan Trails and Greenways Alliance, Shedd Aquarium, Michigan Department of Community Health/Sea Grant Extension, Friends of Belle Isle Aquarium, Friends of Belle Isle, Friends of River Rouge, Detroit River International Wildlife Refuge, Friends of the Detroit River, Jefferson East Business Association, Transportation Riders United and the Michigan Department of Natural Resources and Environment. The Huron-Clinton Metroparks Mobile Learning Center (MLC) will also be onsite to educate visitors on Michigan's mammals through activities and exhibits.

Cultural Celebration

Culture is what has defined Detroit's past and present and continues to shape its future through music and food. Headlining the festival's national stage on Friday night are the Spin Doctors and Lonestar; Kimmie Horn and MC Hammer on Saturday night; and the world-renowned Detroit Symphony Orchestra and Blues Traveler on Sunday. A full lineup of local music acts for the Michigan Lottery Stage and local stage representing rock, jazz, R&B, gospel and country, will be available closer to the event and listed on www.DetroitRiverDays.com. Bank of America will also take a local stage to present programs that support financial literacy.

The Pepsi Taste of Detroit food court is growing fast and includes American European Food, The Almond Hut, Big Mike's Southwestern Grill, Damon's Grill, Fun Foods, Harbor House, Heavenly Chicken & Waffles, Kirk's Bar-B-Q, Kola's Food Factory,

Lakeview Hills Golf Resort, Mercurio Food, Happy Belly Cupcakes & Catering, Palm Palace, Red Wood Grill, Skewer's House of Kabob, Trenton Ice Cream and Union Jacks.

For the first time, River Days will partner with the riverfront's neighbor to the north, Detroit's own historic Eastern Market, to provide some heart healthy fruits and vegetables to the Pepsi Taste of Detroit food court. Harvested and supplied from a number of local farmers, the food will be the perfect snack any time of day for festival-goers.

Also new to this year's festival is the inaugural River Days Run on Saturday, June 19 at 9 a.m. The 5K race will take participants on a winding path from Rivard Plaza, through the new Milliken State Park, along Atwater to Joe Louis Arena and back to Rivard Plaza along the scenic Detroit RiverWalk. The 5K costs \$20 for pre-registration and \$25 race day, which includes an official race t-shirt, chip timing and admission to the festival. There will also be a Kids' Fun Run that will take runners on a shorter course through the new Milliken State Park around the wetlands. The Fun Run costs \$10 to register and includes an official race t-shirt and admission to the festival. Interested runners can sign up at www.DetroitRiverDays.com starting Friday, May 21.

The 4th Annual Detroit River Days festival, presented by the Detroit RiverFront Conservancy, is also sponsored by American Express, Bank of America, Blue Cross Blue Shield of Michigan, Brown Forman, Budweiser, HAP, Meijer, Metro PCS, Michigan Lottery, Pepsi, Quicken Loans, Fathead, In-House Realty and Securitas.

The Detroit RiverFront Conservancy was formed as a public-private partnership in early 2003 with the mission of developing public access on the Detroit International Riverfront. The completed project will span five-and-a-half miles of riverfront property, from the Ambassador Bridge to Gabriel Richard Park, just east of the Belle Isle Bridge, and will include a continuous RiverWalk along with public parks and green spaces. Currently, more than three miles of East Riverfront is complete and open to the public. The Conservancy, a non-profit organization, is responsible for the construction and permanent operations, maintenance and programming of the Detroit International Riverfront and the Dequindre Cut Greenway. Visit www.DetroitRiverfront.org for more information or follow us on Facebook and Twitter at Detroit Riverfront.

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