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Detroit, Michigan 48202

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Detroit 300

Contact:

FOR IMMEDIATE RELEASE

DETROIT 300 FAMILY REUNION PROGRAM MAKES HOMECOMING EASY IN 2001

Detroit, November 17, 1999 - Families throughout the country are making it their business to come home to Detroit in 2001, the year this city is pulling out all the stops to celebrate its 300th birthday.

How big is 2001 going to be in the Motor City?

"It's going to be so big, visiting families are going to go home exhausted exhausted and weighing a few extra pounds, if my personal experience at family reunions is any indication," laughs Michael Gooden, co-chair with Fairlane Town Center General Manager Aj D. Jernison, of Detroit 300's Family Reunion Program.

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Detroit 300

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To: Ms. Virginia Block Pontiac Area Historical & Geneological Society

From: Addell Austin Anderson Recognition Program Manager

Date: 12 November 1999

In Detroit, 2001, marks the year we will celebrate the history and culture of Detroit in recognition of the 300th anniversary of the founding of the city. Detroit 300, Inc. - an independent not-for-profit organization - has been organized to oversee the implementation of programs, celebrations, and observances for the city's Tescentennial. Headed by Board Chairman Edsel B. Ford II, a 41-member commission serves to coordinate Detroit 300 polices and activities. We are excited about the prospect of bringing international attention to the pride and joy we share in our region's past, present and funore.

In recognition of the significance of Drivit 300, we are partnering with civic, business, educational, cultural and religious organizations throughout Southeastern Michigan and Ensex County in Ontano to organize and celebrate various aspects of our rich and diverse history. Partner Programs can be exhibitions, festivals, special events, publications, lectures, Chours, performances, or other ways of expressing the Tercentennial. As a member of our Partner Programs, you will receive

- Recognition as an official event of the Tercentennial along with the right to use Debuit 300's Partner Program logn.
- Marketing support via Debvit 300's schedule of events and celebrations in brochuses, the Detroit 100 web site, media releases, advertisements, and other
- Crossover audience marketing as Detwir 300 will link Partner Programs with similar themes to encourage attendance and public participation.

Direct it is a significance aspect of our regional liabuey, Auto Henrage will be a special focus our promotion campaign. I am hosting a meeting of Auto Hentagn groups to discuss

Dennit 300, in general, and Partner Programs and related activities, which may be of interest p your organization. Although the official deadline to apply for Partner Programs status is not until December 15, 2009 - we are providing special incentives for those that apply by January 15, 2000. These incentives include tourism packets and special pedia releases.

The meeting will be held at 2:00 p.m., Thursday, December 2. We will meet at the Datriil 300 offices in the Albert Kahn Building, 7430 Second Avenue, Suite 310 in Detroit New Center Area at the comer of Lothrop and Second). You can park for two hours for Mer in the Crowley's lot on Lothrop between Second and Woodward.

ating is limited, so please RSVP at 313-871-2801. we are looking forward in joining with you to make this a feative and memorable Mebration.

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