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Cc:  
Bcc:  
Subject: Ferris eager to participate in DTE Energy Cherry Royale Parade  
From: Sandy C Gholston/FSU - Thursday 07/01/2010 03:41 PM

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Good afternoon,

Included below is a press release regarding Ferris State University's participation in the DTE Energy Cherry Royale Parade, July 10, as part of the 84<sup>th</sup> National Cherry Festival. Any questions can be directed to Sandy Gholston, marketing specialist at Ferris State University.

For Immediate Release  
Gholston  
July 1, 2010  
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### **Ferris eager to participate in DTE Energy Cherry Royale Parade**

BIG RAPIDS – Ferris State University is prepping for its annual trip to the Traverse City area to engage local alumni and participate in this year's DTE Energy Cherry Royale Parade on July 10 beginning at 11:15 a.m. as part of the 84<sup>th</sup> National Cherry Festival.

Ferris' participation in this summer's parade continues its longstanding relationship with the Traverse City area.

“Ferris State University is excited about participating again in one of the country's greatest parades. The event celebrates the delights and economic impact of cherries, along with a host of other ‘Pure Michigan’ qualities,” said John Willey, vice president for Advancement and Marketing at Ferris. “All of this means a lot to Ferris as Michigan's ‘statewide university,’ including a higher education partnership of more than 50 years advancing the Traverse City area and bringing opportunity to thousands of people with our friends at Northwestern Michigan College and the Michigan Maritime Academy.”

Ferris' entry in this year's DTE Energy Cherry Royale Parade includes an appearance by Brutus the Bulldog, the University mascot; the cool sounds of the Key West Permafrost Blues Band, featuring Ferris faculty and staff; and the Ferris Cheer Team. This year's parade highlights the final day of the National Cherry Festival, which commences July 3.

The theme of this year's parade is “Awesomely Awesome Michigan Made” and features royalty, marching bands, floats, clowns and more.



**FERRIS STATE UNIVERSITY**

*Imagine More*

**Sandy Gholston**

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