



For Immediate Release

City of Berkley, MI
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Berkley Gearing up for the 21st Annual CruiseFest Classic Car Parade

Start your engines! Organizers are revving up for the Woodward Dream Cruise kickoff event. The City of Berkley CruiseFest Planning Committee, city officials and volunteers are working hard to finalize arrangements for the 21st Annual Classic Car Parade that will be held on Friday, August 19th on 12 Mile Rd. between Coolidge and Greenfield. The parade begins at 6:30 PM.

“The CruiseFest is a signature, family-friendly event that continues to grow year after year.” said Mayor Phil O’Dwyer. “The tireless work from our volunteers and city staff is just an example of how passionate the Berkley community truly is. We are extremely thankful for DTE Energy’s ongoing support and to all of our sponsors who contribute to the continued success of this event.”

Grand Marshalls for the 2016 parade include Marine Sgt. Jeff Frantjeskos, WXYZ Meteorologist Keenan Smith and Radio-TV personalities Jo-Jo Shuttly MacGregor and Sharon Shuttly Wright:

Sgt. Jeff Frantjeskos joined the U.S. Marines in 2006 after graduating from Garden City High School, and quickly moved up the ranks, becoming a Sergeant in 2012. He is currently a recruiter in the Detroit area.

Keenan Smith, a native of Philadelphia, worked in the TV industry in several different states, including Illinois, New York and North Carolina before joining the meteorologist team at Channel 7.

Radio-TV personalities and sisters, Jo-Jo Shuttly MacGregor and Sharon Shuttly Wright, have decades of news broadcast experience. Jo-Jo currently provides traffic updates locally, on WWJ. Sharon is an Emmy Award winning Consumer Investigative Reporter in Chicago. Both are graduates of Berkley High School, where they were majorettes in the Berkley High School Marching Band.

“DTE Energy has been a proud sponsor of Berkley CruiseFest for four years running”, said Knox Cameron, principal marketing specialist, DTE Energy. “We value our partnership with the City of Berkley and the opportunity the event gives us to connect with customers about energy efficiency programs and ways to save on their energy bills. This year, we’ll be talking to customers about the lighting discount, appliance rebate and recycling programs and our new DTE Insight App.”

An added feature for this year’s Dream Cruise is sponsored by SaveMiHeart, in partnership with the American Red Cross, Alliance Mobile Health Beaumont Health, Ferndale Fire Department and Royal Oak Fire Department. Dream Cruise goers can take a break from the heat on Saturday and learn Hands Only CPR. This training, focused on chest compressions (hands only) to help someone without a pulse, is free to the public and will take place in the Northpointe Medical Building parking lot, on the corner of Catalpa & Woodward, from 12 PM until 4 PM. The public can also learn how to use an Automated External Defibrillator (AED). Alliance Mobile Health spokesperson, Justin Hooks, said “the

goal is to train as many people as possible in hopes of setting an all-time record.” Berkeley residents are encouraged to attend.

While the CruiseFest focuses heavily on classic cars, the planning committee, chaired by resident and volunteer Mark Coon, works closely with Parks & Recreation Director Theresa McArleton and her staff to ensure there is plenty of fun events, live music and delicious food for the whole family!

Local volunteers and non-profit organizations such as the Berkeley Athletic Boosters, Berkeley Junior Women’s Club, Friends of the Parks and Recreation Department, Berkeley Hoops, Berkeley Huntington Woods Youth Assistance, Berkeley Days Association and Tri-Community Coalition are also involved in fundraising activities, selling official Woodward Dream Cruise merchandise one week before the Woodward Dream Cruise weekend. On August 12th, the volunteer sales force will be in full swing at a booth located at 12 Mile Rd. and Woodward. Review the table below for a list of merchandise locations and sale times.

	August 12-18	August 19	August 20
12 Mile & Woodward	4 PM – 10 PM	4 PM – 9 PM	8 AM – 10 PM
12 Mile & Robina		4 PM – 9 PM	
Woodward & Catalpa		4 PM – 9 PM	8 AM – 10 PM
Woodward & Columbia		4 PM – 9 PM	8 AM – 10 PM

The August 19 CruiseFest schedule of activities includes the following:

CruiseFest Classic Car Parade 6:30 PM	<i>Twelve Mile Road will be closed from Woodward Avenue to Greenfield from 6 PM until 12 midnight</i>
Street Venues and Entertainment	<i>On Twelve Mile Road immediately following the parade until 12 midnight</i>
6:00 PM - 9:00 PM	<ul style="list-style-type: none"> • DTE Energy Booth: games and prizes! Griffith, south of 12 Mile Rd. • Kid’s Inflatable Zone: 12 Mile Rd. and Tyler • Food Court: Robina, south of 12 Mile Rd. & Downtown Business District
6:30 PM - 7:30 PM	Berkley’s Classic Car Parade - 12 Mile Rd. between Coolidge & Greenfield
<i>After the Parade</i>	View some of the parade cars behind the Berkeley Theater on Robina
7:30 PM - 9:00 PM	Tri-Community Coalition Street Dance: Griffith, north of 12 Mile Rd.
7:30 PM - 9:00 PM 9:30 PM - 11:00 PM	<p style="text-align: center;">Full Throttle Aspersions</p> <p>ON STAGE Robina, north of 12 Mile Rd.</p>
<i>All Evening</i>	Official Woodward Dream Cruise Merchandise Sales 12 Mile Rd. at Robina & 12 Mile Rd. at Woodward

NOTE: 12 Mile Rd. will be closed from Woodward to Greenfield from 6 PM until the parade ends, approximately 8 PM. After the parade, 12 Mile will be closed from Wakefield to Tyler until 12 midnight.

For more information regarding the Berkeley CruiseFest schedule of events and official Woodward Dream Cruise merchandise, contact the Parks & Recreation Department at 248-658-3470.

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