



For Immediate Release

Contact: Jane Bais-DiSessa, City Manager

248-658-3350

www.berkleymich.org

DATE: August 6, 2015
TO: All Press Media
SUBJECT: Woodward Dream Cruise - 2015 CruiseFest Parade

The City of Berkley is revving up for the 2015 Woodward Dream Cruise weekend as the CruiseFest Planning Committee members, city officials and volunteers work together to finalize arrangements for the family friendly Classic Car Parade that will be held on Friday August 14th at 6:30 PM. The CruiseFest is a labor of love for those who plan and execute this signature event. The planning committee is co-chaired by Art Serafinski, Berkley Parks and Recreation Department Director and Mark Coon, Berkley resident and volunteer.

“The CruiseFest is the type of event that attracts people of all ages. We’re fortunate to have strong support from both Berkley residents and our sponsors. We couldn’t do this without them,” said Mayor Phil O’Dwyer. “It’s a signature event in our city that seems to grow every year.”

Over the years, the Classic Car Parade has received both national and international attention with entries from Canada and Germany. This year’s parade includes about 330 classic cars owned by local enthusiasts and others who will travel to Berkley from California and New Hampshire. The manufacture date is the most important criteria for identifying a classic car. Only those vehicles manufactured in 1979, or earlier, are eligible to participate in the parade.

“DTE Energy has been CruiseFest Parade supporter and our biggest sponsor for three years. It’s been a wonderful experience working with them,” said Jane Bais DiSessa, Berkley City Manager. Channel 7 Meteorologist Kennan Smith and Gunnery Sergeant Dominic Freda are the grand marshals for this year’s parade.

Local volunteers and non-profit organizations such as the Berkley Athletic Boosters, Berkley Junior Women’s Club, Friends of the Parks and Recreation Department, Hoops and Youth Assistance are also involved in fundraising activities, selling official Woodward Dream Cruise merchandise before and during the Woodward Dream Cruise weekend.

Official Woodward Dream Cruise merchandise (T-shirts, sweatshirts, caps, magnets and pins) is currently available for purchase at the Berkley Community Center located at 2400 Robina. On August 7th,

the volunteer sales force will be in full swing at a booth located on 12 Mile Road and Woodward starting at 4 PM and continuing through the Dream Cruise Weekend. Merchandise will also be available at the following locations:

	August 14	August 15
Royal Rent-A-Car 27401 Woodward near Cambridge	6 PM - 10 PM	8 AM - 10 PM
Northpointe Medical Plaza 27901 Woodward near Catalpa	5 PM - 10 PM	8 AM - 10 PM

The CruiseFest schedule of activities includes the following:

CruiseFest Classic Car Parade	August 14 - 6:30 PM on 12 Mile Rd <i>Twelve Mile Road will be closed from Woodward Avenue to Greenfield from <u>6 PM until 12 midnight</u></i>
Street Venues and Entertainment	August 14 - <i>On Twelve Mile Road immediately following the parade until 12 midnight</i>
6:00 PM-9:00 PM:	Kid's Inflatable Zone, 12 Mile Road and Tyler
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 Berkley Theater on Robina
7:30 PM-9:00 PM:	Tri-Community Coalition Street Dance, Griffith north of 12 Mile Road <u>ON STAGE</u> - Robina north of 12 Mile
7:30 PM-9:00 PM:	Detroit Elvis
9:30 PM -11:00 PM:	All Directions Band
<i>All Evening:</i>	DTE Energy Booth - featuring games, prizes and FUN! Griffith, south of 12 Mile Road Food Court 12 Mile Road/Robina, south & the Downtown Business District Official Woodward Dream Cruise Merchandise Sales 12 Mile Rd at Robina & 12 Mile Rd at Woodward

NOTE: 12 Mile Road 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 Berkley CruiseFest schedule of events and official Woodward Dream Cruise merchandise sold by the City of Berkley, contact the Parks & Recreation Department at 248-658-3470.

###

DSL

****Photo attached, (from left to right):** Judy Rubin, Tri Community Coalition, from the Berkley Jr. Women's Club (BJWC), Cindy Coon, Pam Mac, Debbie Meskie, Sue Rinaldi, Denise Brainard, Art Serafinski, Director, Berkley Parks & Recreation Department, Adriane Bitel, Friends of Berkley Parks & Recreation, Linda Gusway, BJWC, Scott Zuchewski, CruiseFest Planning Committee representing the Berkley Chamber and Betty Smith, Youth Assistance