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FOR IMMEDIATE RELEASE

DETROIT INTERNATIONAL RIVER DAYS TO CELEBRATE AND SHOWCASE THE LOCAL ENVIRONMENT

“Green Days” to focus on Detroit’s natural resources with exhibits, displays & presentations

DETROIT (21 June 2007) – Detroit International River Days, presented by General Motors, will feature a special environmental theme and activities to help celebrate and highlight the valuable natural resources in Detroit, including the Detroit River and its newly transformed Riverfront, along with the completion of the new Detroit RiverWalk. The Michigan Economic Development Corporation’s (MEDC) “Green Days” will help underscore the celebration with environmental exhibits and displays at the MEDC “Green Days” tent just north of Rivard Plaza and Pavilion on Sunday, June 24 and Monday, June 25. Environmental displays and information will also be inside the Rock Financial Cooling Station located in the Renaissance Center’s GM Wintergarden.

“A significant aspect of the riverfront transformation was to create sustainable design and a renewal of natural environments wherever possible,” said Faye Nelson, President & CEO of the Detroit RiverFront Conservancy. “In the planning of River Days, it was important for us to highlight all of the wonderful work being done locally to preserve and protect our riverfront and the surrounding environment. We are so pleased to be able to present the MEDC “Green Days” exhibits and programming.”

The MEDC “Green Days” tent is presented by Riverside Kayak Connection, LLC. It will feature a variety of organizations that will be on hand to talk with the public about their roles in helping to nurture the local environment, what the public can do to protect their environment, and most importantly, enjoy everything it has to offer. Among many other things, visitors will be able to watch kayak skills demonstrations, learn about the Detroit Heritage River Water Trail, participate in hands-on activities focused on aquatic life and water quality, and learn about the Detroit International Wildlife Refuge.

Organizations involved in “Green Days” include:

- Detroit RiverFront Conservancy
- Riverside Kayak Connection, LLC
- Metropolitan Affairs Coalition
- Detroit Heritage River Water Trail
- Michigan State University Extension – Natural Resource Connections
- Ecorse Rowing Club
- The Greening of Detroit
- GreenCurrents Detroit Edison
- The GreenWays Initiative
- Detroit Historical Society & Dossin Great Lakes Museum
- Friends of Belle Isle Aquarium
- Friends of Belle Isle
- Metroparks Mobile Learning Center
- EarthForce
- Friends of the Rouge

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- Clinton River Watershed Council
- University of Michigan Dearborn – Environmental Interpretive Center
- Michigan Sea Grant
- Detroit Water and Sewerage Department
- Detroit International Wildlife Refuge Association
- Wildlife Habitat Council

For more information on “Green Days” activities, visit www.detroitriverdays.com/medc.html.

In addition to “Green Days” activities, throughout the festival days, event sponsor General Motors will showcase some of its newest vehicles that feature the latest technologies used to help improve fuel economy and reduce vehicle emissions. GM is dedicated to reinventing the automobile, using fuel for thought to begin taking the vehicle out of the environmental debate by reducing the use of oil and also reducing carbon vehicle emissions. GM is employing a variety of technologies that utilize alternative fuels such as E85 ethanol, as well as technologies that use electricity to power vehicles, such as hybrids, plug-in hybrids, extended-range electric vehicles, and hydrogen fuel cell vehicles.

GM will host a special vehicle display inside the GM World museum within the Renaissance Center to illustrate its progress in this area. The display will feature vehicles that run on E85 ethanol, as well as GM’s newest hybrid vehicle, the Saturn Aura Green Line. Additional signage and display materials within GM World and the GM Wintergarden will provide visitors with information on GM’s entire technology lineup.

Outside on the Riverfront, GM will host a special vehicle collection that includes many of the vehicles that make up GM’s “Over 30” lineup, a group of 24 vehicles that achieve 30 mpg or more on the highway, as estimated by the EPA. The display will also feature E85 ethanol vehicles and hybrids. On June 26 and 27, GM will also provide visitors a firsthand experience with its 2-mode hybrid technology that is equipped on a transit bus that will act as a shuttle for festival visitors. The 2-mode hybrid system allows for significant fuel economy and emissions improvements and will debut for passenger vehicles on the 2008 Chevrolet Tahoe and GMC Yukon.

Detroit International River Days, presented by General Motors, kicks off Friday, June 22 and culminates on Wednesday, June 27 with the 49th Annual Target Fireworks. Spanning from the new Rivard Plaza & Pavilion to the GM Plaza & Promenade and beyond, River Days is free to the public and will take advantage of the natural assets the Riverfront provides.

It will feature family-friendly entertainment including GM Cool Events, DTE Energy Parade of Lights, the Family Fun Zone, Ultimate Air Dogs, a carnival, incredible live music including a special performance by the Detroit Symphony Orchestra, The Official VIP Rooftop Party, Target Fireworks, some of Detroit’s best restaurants and much more.

General Motors is the presenting sponsor for Detroit International River Days. Additional sponsors include: Blue Cross Blue Shield, Compuware, Continental Automotive Systems, Detroit Medical Center, Detroit Metro Convention & Visitors Bureau, DTE Energy, EDS, Greektown Casino, HAP, Little Caesars, MGM Grand Casino, Michigan Economic Development Corporation/Travel Michigan, MotorCity Casino, Pepsi, Pernod Ricard, Rock Financial, Securitas, Sprint/Nextel Communications, Inc. and the U.S. Army. River Days is co-produced by the Detroit RiverFront Conservancy, The Parade Company and General Motors.

River Days will run on Friday from 11 a.m. – midnight, Saturday from 10 a.m. – midnight, Sunday from 10 a.m. – 10 p.m., Monday and Tuesday from 11 a.m. – 10 p.m. and Wednesday from 11 a.m. – 11 p.m. For up-to-date information on schedules and events, please visit www.detroitriverdays.com.

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