

Cherry Royale Parade is always the cherry topping on the festival

By SARAH CHUBY
Record-Eagle staff writer

The DTE Energy Cherry Royale Parade typically has 100,000 on-site spectators and anywhere from 140 to 165 floats. The parade begins at 11:15 a.m. Saturday, July 13 at intersection at Railroad and Front streets. Cherry Royale Parade Director Jerry West said DTE Energy's float will be made of shrubs, flowers and grass.

Fred Shell, vice president of DTE Energy, said DTE is sponsoring the parade and will plant the vegetation on the float in the Children's Garden after the parade. "Michcon has done business in the area since the 1950s. DTE's name is now on the top of the bills, but we really haven't changed. The same women and men work here. The only difference is that we are a part of a stronger company. "The Children's Garden was built through a grant Michcon found in 1999 as a

part of a series of grant to celebrate Michcon's 150th anniversary. We thought it would be a natural extension to show community by not only to supporting Cherry Festival, but to continuing to fund the Children's Garden that we originally planted."

Grand Traverse Garden Club, DTE employees and a number of other organizations will walk beside the DTE float, Shell said.

The float, titled "Rooted in Your Community", is to let the community know that the company has been in the area for many years—and the only thing different is the name.

"We have deep roots in this community through our Michcon subsidiary's 150 year legacy and are extremely pleased to play a part in this event which has garnered national attention," said Michael Porter, DTE Corporate Communications vice president. "Festivals and parades such as the DTE Energy Cherry Royal Parade showcase the spirit of the entire region."

Shell added, "The name is different but the commitment remains the same."

The DTE Energy Cherry Royal Parade will be televised on ABC 29&8 at 11:30 a.m. on Saturday, July 13.



The DTE Energy Cherry Royale Parade starts 11:15 a.m. Saturday, July 13.

Cherry Memories



"For years when I was growing up, I'd go out to my grandparents cottage on Lake Leelanau every year and catch a painted turtle for the turtle races at Lay Park. I don't ever remember winning, but after the races, we'd release the turtles in the Boardman River and play along the banks before walking back to my house on Seventh Street. I always looked forward to that day. I also did the pie eating contest for a lot of years, and back in the late 80's when I was interning at the Record-Eagle as a summer reporter, I won the media competition. I haven't done the contest in a while, but I still eat a lot of cherry pie — and it doesn't even have to be festival week."

Wayne Schmidt,
Grand Traverse County Commissioner and lifelong resident

Return of the world's longest cherry ice cream sundae

By SARAH CHUBY
Record-Eagle staff writer

I scream, you scream, we all scream for the record-breaking 500-foot ice cream sundae.

During the 2001 Cherry Festival, Country Fresh and National Cherry festival volunteers built a 320-foot sundae. And this year they are looking to add 180 feet.

"Last year it was an experiment and we did it without a hitch," said Dan Parks, Country Fresh events manager. "This year we found it could be made even longer when we worked out the logistics."

Parks said the sundae will consist of approximately 300 gallons of ice cream.

"That is a rough idea, but there will be 50 10-foot sections of ice cream."

The all-vanilla sundae is decorated by Cherry

Festival volunteers. "The sundae is built by Cherry Festival volunteers Friday night and then the ice cream links are stored on to a truck that is specially made to hold the links of ice cream.

"When we start to put the sundae together at the Open Space, we have two to three volunteers per section," he said. "So we have 100 to 150 volunteers and Boy Scouts to make this possible. Each team of volunteers decorate and top their own 10-foot section and serve it all."

Anyone who likes the traditional ice cream sundae will want to have a bite of the colossal creation.

"It is vanilla with a special cherry topping put together by Chef Fred Laughlin from Northwestern Michigan College," Parks said. "It also has whip cream and maraschino cherries on it."

He said the sundae, which people can eat for free, was gone 20 minutes after they began serving it last year.

"The sundae will start by the stage at the Open Space," Parks said. "With a couple twists and turns, we can keep it there."

The event will begin at noon on Saturday, July 6. Parks said they will begin serving it about 12:45 p.m.

"Pictures will be taken and the sundae will be served until is gone."

He said Country Fresh is not only sponsoring the event and directing the building of the sundae, but they are also sponsoring the three ice cream socials and they will be serving up soft serve in the Open Space all week.

"Come see us," Parks said. "And be sure to say hi to Ruthie the cow."



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