

Fireworks make for a Patriotic Festival finale

A carefully orchestrated string of brightly colored mini explosions over West Bay will end the National Cherry Festival with a bang again this year.

The CenturyTel Festival Fireworks, presented by Michigan International Speedway, will be the final event of the 76th annual Festival.

The show is set to start

around 10:30 p.m. and will last about 20 minutes, according to George Zambelli, president of Zambelli International, the company that makes the fireworks for the Festival.

"It takes almost the whole day before and the day of to prepare the fireworks," Zambelli said. "We expect to have a few new items. We'll use lots of shells we call time fitting, where the shells break at

the tips so they flicker as they go up, as well as some specialty hearts, stars and cherry shapes.

"We always give a little extra attention to this festival."

The fireworks will be exploding to the beat of patriotic music supplied by WKLT, which will be simulcasting live at Clinch Park as well as on the airwaves during the show. The WKLT giant red radio will be

at the park all afternoon with free giveaways and music while they celebrate the Festival and their 20th anniversary.

The Finale also benefits from a partnership with Michigan International Speedway.

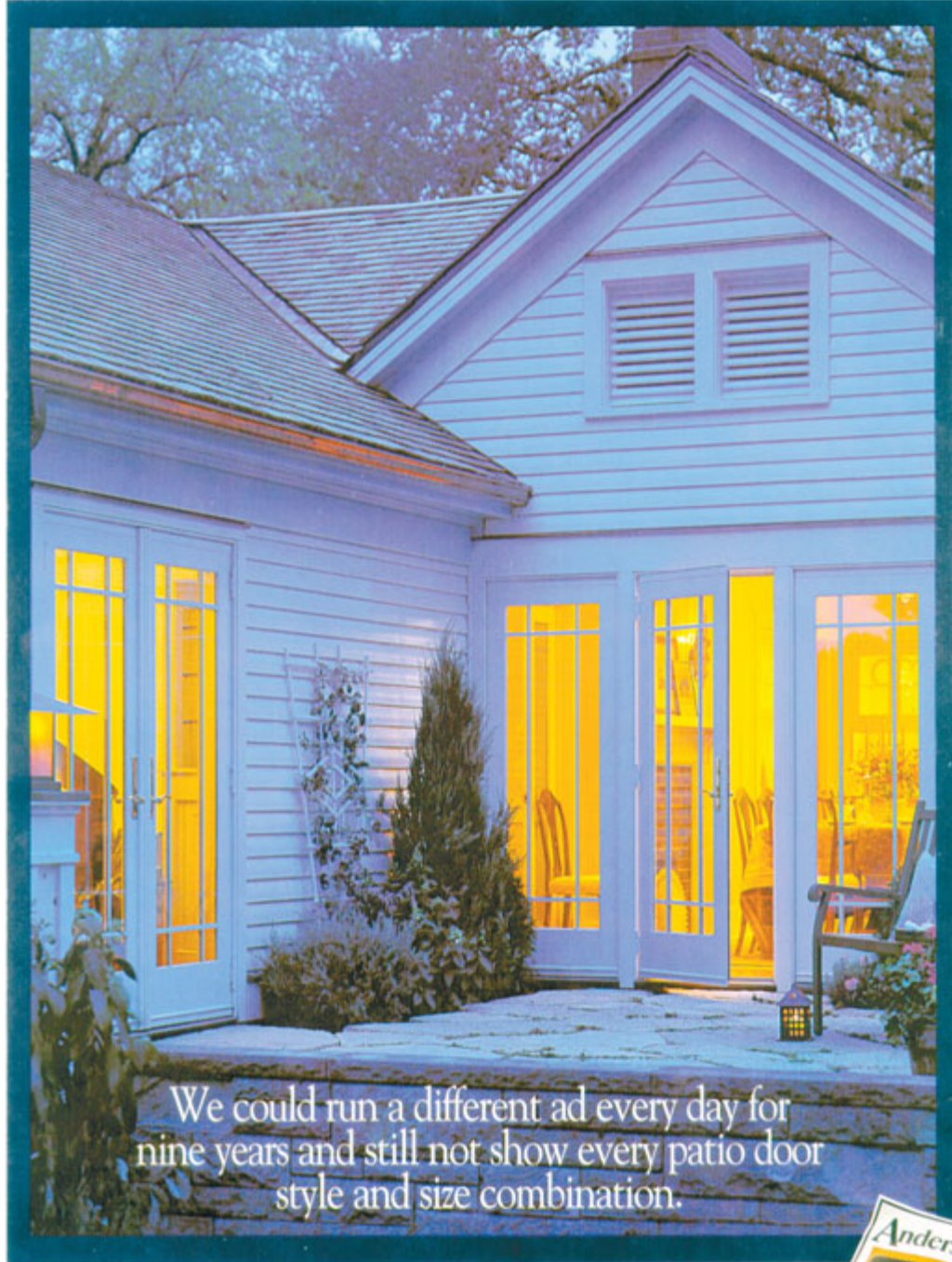
"We realize that the Cherry Festival's demographics were as same as ours, and that six to eight of their sponsors were also sponsors for us," said Jason Potter, corporate sales executive for MIS.

"We're always wining and dining our sponsors, so we thought it would be a great opportunity for us to sponsor something ourselves and get

our name out there."

Potter said tickets will be available during the Festival for MIS events in Brooklyn, Mich., about 18 miles southeast of Jackson. The official pace car of NASCAR, a Pontiac Grand Prix, will also be on display during the Festival and at the fireworks.

Looking for the fireworks? They've moved this year to Greilickville. Grandview Road will be closed from M-72 to Hoxie Road, so you're going to want to take the detour: Take M-72 West to Bugai Road, to Hoxie Road to Grandview Road to M-22. The detour is 6.6 miles total.



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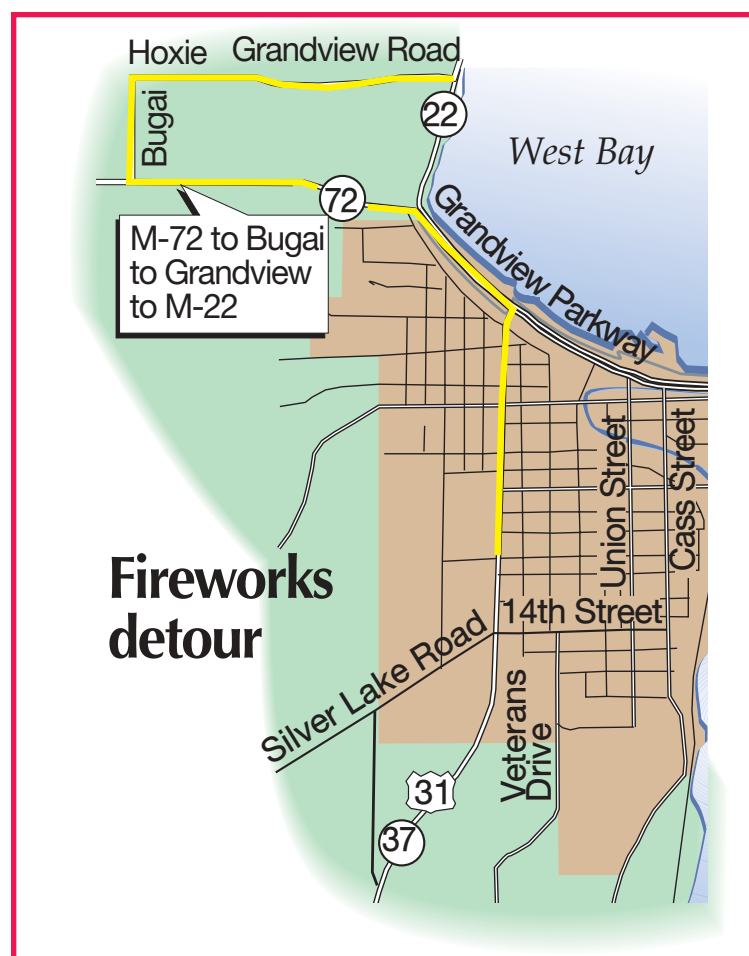
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