

# Broadcast great Harwell is Grand Marshall

TRAVERSE CITY— True pageantry and fun come alive in one of the Midwest's largest parades, when the DTE Energy Cherry Royale Parade takes to the streets with nearly 150 specialty entries in the heart of Downtown Traverse City, Saturday, July 10.

This year, DTE Energy has partnered with Blue Cross Blue Shield of Michigan and Blue Care Network to name Tiger Baseball broadcast great Ernie Harwell Grand Marshall.

"Ernie Harwell and his golden voice will add yet another exciting element to the DTE Energy Cherry Royale Parade," said Fred Shell, DTE Energy Vice President, Corporate and Governmental Affairs.

"The excitement and sense of community produced by the parade can't be beat and all of us at DTE Energy are incredibly proud to sponsor the event."

Frank Smith, manager of the Blue Cross/Blue Shield/Blue Care Network's Traverse City office, said that having Harwell as Grand Marshall made perfect sense.

"Local Blue Cross employees are excited to be walking in the parade right behind Ernie," he said. "We will be wearing our Walking Works t-shirts to remind the community that walking is good exercise— and you should do it even when there isn't a parade."

"Ernie brings back so many good memories of summer and baseball, and I'm thrilled to have helped in bringing Ernie to be part of a Traverse City tradition," Smith said.

After 55 years in the big leagues, Harwell has broadcast more games than any

other announcer. Guinness Book of World Records has named Harwell "Baseball's most enduring announcer," authenticating his longevity. The Detroit Tigers honored Harwell in 2002 with a statue at Comerica Park — the only one of six statues paying tribute to a non-player.

Harwell was the first active broadcaster to be inducted into the Baseball Hall of Fame. Since his induction in 1981, he has entered eight more Halls of Fame to include: National Sportscaster and Sportswriter Hall of Fame, National Radio Hall of Fame, American Sportscaster Hall of Fame and the Michigan Sports Hall of Fame.

Harwell, a long time resident of Michigan, has been recognized by Sports Illustrated as radio announcer for its all-time dream team and also been named Michigan Sportscaster of the Year 20 times.

Harwell's radio and television career dates back to 1940 and has been on the

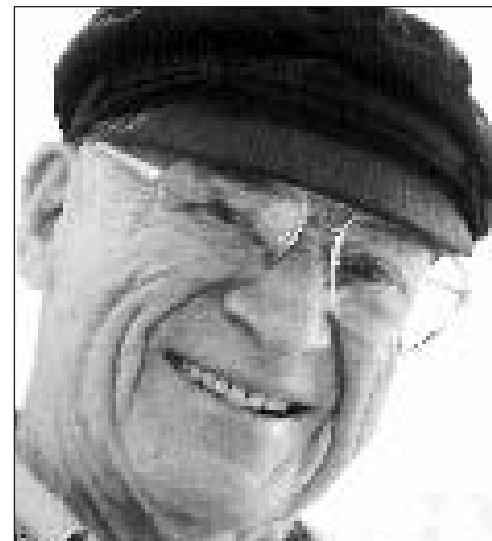
major league scene since 1948. He spent two years with the Brooklyn Dodgers, four years with the New York Giants, and six years with the Baltimore Orioles prior to making the Detroit Tigers his "home team" for 42 seasons.

The famed sportscaster also has authored three bestselling books — all with national acclaim. For the past 12 years he has written a column for the Detroit Free Press during the baseball season. Harwell and his wife Lulu reside in Farmington Hills, Michigan.

Harwell serves as the Health and Fitness Advocate for Blue Cross/Blue Shield/Blue Care Network of Michigan. He also spends time promoting the health benefits of Blue Cross/Blue Shield/Blue Care Network of Michigan's Walking Works Program.

All three Festival parades are broadcast live on the Festival Parade Network, ABC 29&8.

Broadcast great Ernie Harwell is the Grand Marshall of the DTE Energy Cherry Royale Parade Saturday, July 10 in downtown Traverse City.



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