

TO: John Szerlag, City Manager

FROM: John Lamerato, Asst. City Manager-Financial Services Division  
Cindy Stewart, Community Affairs Director

SUBJECT: Agenda Item – Detroit News/Free Press 50<sup>th</sup> Anniversary Supplement

DATE: May 18, 2005

The City of Troy is gearing up for our 50<sup>th</sup> Anniversary celebrations including the June 19<sup>th</sup> Birthday Party/Picnic at Boulan Park and the Sunday Family Concerts at the Troy Museum from July 10 through August 14.

As part of the 50<sup>th</sup> Anniversary celebration, we would like to have the Detroit Newspapers print a special supplement for Troy that will highlight our history – where we were and where we are today. The Anniversary Supplement will be inserted in the Detroit News and Free Press sometime in July.

There is no cost to the City of Troy; advertising done by Detroit Newspaper staff will pay for the supplement. Anticipated distribution will be 42,000 (home delivery and single copy locations) with 8,000 copies that we can use at Anniversary events.

The editorial copy will include features on Troy's historical highlights, historical photos, upcoming anniversary events and other significant information throughout our 50 years as a city.

The City of Dearborn, Sterling Heights Chamber of Commerce, Beaumont Hospital, Barton Malow, Wright & Filippis to name a few have all done special Detroit Newspaper supplements for their anniversaries this year.

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