



A NEW CENTER RISING

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## **Premier Detroit Events Launch Cobo Center Grand Riverview Ballroom**

Several September events will showcase Cobo Center's new 40,000 square-foot ballroom with new state-of-the-art kitchen and tasting room

DETROIT August 16, 2013 -- Thom Connors, SMG regional vice president and general manager of Cobo Center announced today the September line up of gala events that will open Cobo Center's new Grand Riverview Ballroom. Two new events, the US Canada Border Expo on September 12-13, and MICHAuto, by the Detroit Regional Chamber of Commerce on September 24-25 join the September launch, along with four annual Detroit galas: Shimmer on the River, for the Detroit RiverFront Conservancy on 9/12; Goodfellows Breakfast, 9/20; Crain's Detroit House Party & Crain's SoundBiz Music Conference on 9/26; Detroit Cattle Barons Ball for the American Cancer Society on 9/28.

"It is an honor to open our new ballroom by hosting the area's premier events. We are convinced that the long anticipated opening of the new ballroom with its floor to ceiling glass and views overlooking the Detroit River will make all these events enjoyable and memorable," said Connors. " People will soon be asking, 'What was your first event in the new Cobo Center?'"

This year, Crain's Detroit House Party, a tradition to showcase "a Detroit that defies your expectations," also includes Crain's SoundBiz Music Conference, designed to "paint a bigger picture of music as it connects with the branding and in-car technology in Detroit." The combined event invites people to explore the best that Detroit has to offer.

The annual Shimmer on the River is the Detroit RiverFront Conservancy's annual premier fundraising event that draws hundreds of people from throughout the metro area for an evening of food, networking, music and fun. Proceeds fund the continued development, maintenance, security and programming of the vital riverfront community.

The American Cancer Society will host their 11<sup>th</sup> Detroit Cattle Baron's Ball in the Grand Riverview Ballroom, where guests will saddle up for western-themed cuisine and to raise money to beat cancer. Raising more than three million dollars over the past 10 years, the ball includes a silent auction and pre-events.

The 26<sup>th</sup> annual Goodfellows Tribute Breakfast honors Peter Karmanos, Jr. this year with the Edward H. McNamara Goodfellow of the Year Award. Proceeds go to the Old Newsboys' Goodfellow Fund of Detroit to distribute 35,000 holiday gift boxes and 11,000 dolls to local area children during the holidays.

Following in October, events scheduled into the Grand Riverview Ballroom include: Breakfast with the Detroit Fire Dept. 50<sup>th</sup> Anniversary 10/8; the Michigan Meeting Planners International Monthly Meeting and Luncheon 10/8; Awake and Empowered Expo 10/11-13; and the Henry Ford Health Systems Night of Stars Service Awards 10/14.

**About Cobo Center:** With 723,000 square feet of exhibit space, Cobo Center boasts one of the largest contiguous exhibit floor spaces in North America and is the 19th largest convention center in the country. Visit online at [www.cobocenter.com](http://www.cobocenter.com)

**About SMG:** Since 1977, SMG has provided management services to more than 220 public assembly facilities including arenas, stadiums, theatres and performing arts centers, equestrian facilities and convention, congress and exhibition centers. Visit [www.smgworld.com](http://www.smgworld.com) for more information.

**About the DRCFA:** On 9/15/09, operational control of Cobo Center transferred to the Detroit Regional Convention Facility Authority, under a collaborative agreement by the Michigan State Legislature, the City of Detroit, and Wayne, Oakland and Macomb counties. Each of these entities has an appointed member on the DRCFA Board. Larry Alexander is Chairman the Board as the member appointed by the Governor of the State of Michigan. For more information visit: <http://www.drcfa.org/>