

**WARREN'S CELEBRATE @ CITY SQUARE  
BROUGHT TO YOU BY CHRYSLER AND THE CHRYLSER FOUNDATION  
THE PLACE TO BE SEPTEMBER 26-27, 2008**

Warren, Michigan, September 2, 2008...When something is good- you repeat it.

Warren mayor Jim Fouts today announced the **WARREN'S CELEBRATE @ CITY SQUARE September 26-27** to underscore that their new center of the city is the place for family fun.

The celebration is headlined by Detroit rock legend Mitch Ryder and the Detroit Wheels with performances by the widely popular Polish Musilms, rockabilly artist Jack Scott, four part harmony country band Whiskey Falls and others. All concerts are free.

When officials of Warren unveiled their new City Center in 2007 with its skating rink and city plaza, they envisioned it as the hub for Warren residents to congregate. That came true after several successful events including the city's 50<sup>th</sup> Birthday Bash in 2007. The success of the Birthday Bash weekend confirmed what city officials knew. Warren residents want exciting family friendly fun events in Warren.

In addition to the free concerts there is a carnival and new this year, a Green Marketplace. Completing the green theme, the carnival is operated by one of the first bio-diesel run amusement companies in the country.

**Sponsors: Chrysler and the Chrysler Foundation, the City of Warren, and the City of Warren Downtown Development Authority, the Detroit Free Press, WYCD 99.5, WOMC 104.3, General Motors Tech Center, the Macomb Chamber of Commerce, Comerica Bank, SMART, Health Alliance Plan, and Tri County Beverage.**

All activities take place in front of City Hall at the City Square. Each day will feature live entertainment. All entertainment will be presented on a large stage directly in front of the new Warren City Hall, and will include full concert sound and theatrical lighting.

The **WARREN'S CELEBRATE @ CITY SQUARE** is produced by Watts Up Inc., a full-service special event marketing firm specializing in: community events at public and private venues, event and product marketing, brand introduction, advertising plan development, and services. The firm, headquartered in Plymouth specializes in quality entertainment experiences for the entire family.

Among events Watts has produced are the more lasting and enduring large scale events in the region including the Meijer Taylor Summer Festival, the Original Downtown Hoedown, The Plymouth International Ice Sculpture Festival, and the Motor City PraiseFest, the Annual Village of Rochester Hills Ice Carving Festival and the City of Warren 50<sup>th</sup> Birthday Bash and others. More information is available at [www.wattsupinc.com](http://www.wattsupinc.com)