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COMERICA TASTEFEST 2006 REFLECTS AND BENEFITS EXCITING NEW DEVELOPMENTS IN DETROIT'S NEW CENTER

DETROIT, June 5, 2006 – While the incredible food and free music take center stage at the annual Comerica TasteFest, the main objective of Detroit's premiere street festival often gets overlooked: to show off this very important district and fund many exciting new investments and developments in Detroit's historic New Center neighborhood. This year's 18th annual Fourth of July holiday party on West Grand Blvd., produced and hosted by New Center Council, Inc., will be held Friday, June 30 - Tuesday, July 4.

Proceeds from previous Comerica TasteFests have supported several significant neighborhood projects, which have also received funding from outside investors. Some of the latest investments in New Center include the **Woodward Avenue retail façade improvements** (south of West Grand Blvd.), the **Graphic Arts Lofts** (40 new lofts in a historic building), the **Hotel St. Regis condo conversion** (30 new condos), the **New Amsterdam Lofts** (49 new lofts in a historic building) and the adjacent **streetscape improvements**, and a planned **mixed-use development in the Argonaut Building**.

Additional recent commercial and institutional investments in New Center totaling more than \$130 million include:

- **Detroit Children's Museum** relocation to a renovated Edison Sub-Station in the New Amsterdam Historic District (2001)
- **University Preparatory Academy**, a technology focused charter school located in **TechTown** (2000)
- **TechOne**, Phase I of business and incubation center for research and development companies (2004)
- **NextEnergy**, a research facility for alternative energy companies (2005)
- **Detroit Youth Foundation's "YouthVille"**, a youth development facility
- **New Center Pavilion**, renovation of New Center Park for public events (underway)
- **Ariel Square** condominiums (late 1990's)
- **Gramont Manor** condominiums renovation (2000)
- **Uptown Row** townhomes
- **Lofts at New Center**

Visit www.newcenter.com for more information on New Center Council and their development initiatives.

So, while Comerica TasteFest visitors may come for the food and free music, they can feel better about a little overindulgence knowing that they are helping Detroit's historic New Center neighborhood.

Speaking of food, culinary connoisseurs and BBQ lovers alike will find something delicious to sink their teeth into at the 18th annual street festival. Making their Comerica TasteFest debuts are Sweet Lorraine's Café and Bar (Detroit), Asian Village (Detroit), Sticky Fingers (Southfield), Centaur Bar (Detroit), Grand City Grille (Detroit), La Pita Fresh (Detroit), Louie's Buscemi's (Harrison Township), Lola's (Detroit) Louisiana Creole Gumbo (Detroit), Clubhouse Tavern (Detroit) and Au Bon Pain (Detroit). Returning favorites include Coach Insignia (Detroit), Lazybones Smokehouse (Roseville), Beans and Cornbread (Southfield), Under the Eagle (Hamtramck) as well as the decadent "Cold Stone Creamery Dessert District", a delight for anyone with a sweet tooth.

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And a day at the Comerica TasteFest would not be complete without a tall glass of fresh squeezed lemonade, a tropical fruit smoothie, or an "adult beverage" from The Town Pump Tavern (Detroit). Ravenswood Winery will also be back to share its fine varietals from the Sonoma Valley in their very special traveling wine garden.

When you've had your fill of food and drink, pick a stage, grab a seat and enjoy some great live music! The 2006 Comerica TasteFest will deliver another amazing collection of free national and local musical acts -- nearly 60 in all. This year's headliners on the MotorCity Casino Main Stage (located in the Fisher Building Parking Lot) include **Common, Eric Burdon and The Animals, Ray Davies, Kings of Leon, Cat Power & The Memphis Rhythm Band, The New Pornographers, Spyro Gyra, Mavis Staples, The All American Rejects, Damone, and J Moss.**

In addition to Comerica Incorporated, sponsors of the 2006 Comerica TasteFest include MotorCity Casino, Budweiser, metroPCS, AT&T, Diageo, Windsor Casino, Burt's Bees, Cold Stone Creamery, Ravenswood, Harley Davidson, Pure Detroit, Starbucks, HAP, Detroit Pistons, Henry Ford Health System, AlertnessMatters.com, Stoneyfield Farm, Farbman Group, Trizec Real Estate Services LLC, General Motors Corporation and Orton Development

Each year more than 500,000 visitors fill the streets for the Comerica TasteFest, held adjacent to the historic Fisher Building on West Grand Boulevard between Woodward Avenue and the Lodge Freeway. Hours this year have been extended, from 11:30 AM - 10:30 PM daily, closing at 8 PM on July 4. Admission is free, including all concerts. "Taste" tickets are priced at \$6 for 10 tickets. The Comerica TasteFest hotline number is (313) 927-2700.

Comerica TasteFest is produced by the New Center Council, Inc., which uses the proceeds to support its charitable activities including an award-winning summer youth program and the yearly maintenance of the New Center's outdoor public spaces.

For more information about Comerica TasteFest 2006, please visit www.comericatastefest.com or call (313) 872-0188.

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EDITOR'S NOTE: Comerica TasteFest images can be found on our website:
www.comericatastefest.com.