



One Big Boy Drive
WARREN, MI 48091-1799
(586) 759-6000

Contact: *SMZ PR Partners*
Nikki V. Grandberry
(248) 269-4356
ngrandberry@smz.com



Big Boy to Support America's Thanksgiving Parade with "Noses on Parade" Campaign

Warren, Mich. — (October 27, 2005) — Big Boy “nose” everybody loves a parade and the Michigan-based family restaurant chain, celebrating its 70th anniversary next year, is giving the public a fun way to support America's Thanksgiving Parade® this holiday season with a “Noses on Parade” campaign. **Now through Sunday, November 13**, Big Boy customers can purchase red clown noses at \$1.00 each at **any Michigan Big Boy location**. All proceeds from the sales will benefit The Parade Company. Depending on the buyer's “nose” for fun, the bright red honkers can be worn or displayed on a car's antenna.

Big Boy is holding a friendly competition to see which restaurant sells the most noses. The winning Big Boy restaurant will receive 100 Grandstand tickets to the parade. Second prize is a tour of the Parade Studio for all of the second-place restaurant's employees.

“This is a fun way to celebrate a tradition in our state,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “People can get into the spirit of the holiday while showing pride in their community.”

“We are delighted that an organization like Big Boy has become a partner in launching the Noses on Parade campaign,” said Joan LeMahieu, president, The Parade Company. “Big Boy's reach into the community and with families is a perfect partner in growing such a grassroots effort so that all of us can show our support for America's Thanksgiving Parade®. It is a symbol of nearly 80 years of the finest Thanksgiving parade in the country.”

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at www.bigboy.com.

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