



**Detroit Celebrates  
National Transportation  
Week May 9-16**  
*DMCVB Welcomes National  
Celebration for Third  
Consecutive Year in Detroit*

**For Immediate Release:**  
May 7, 2009  
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**Detroit, Mich.** —The Detroit Metro Convention & Visitors Bureau announced today that National Transportation Week (NTW) is back in The D for its third consecutive year, May 9-16.

A week-long schedule of consumer and business-to-business transportation-focused events have been planned throughout the metro Detroit area, including a Big Three in The D Cruise, Transportation Choices Fair, National Transportation Week Breakfast Panel Discussion, Commuter Challenge, ITS Michigan Annual Meeting & Exposition, Formula SAE® and the Dequindre Cut Grand Opening.

“Now, more than ever, is the time to showcase Detroit’s positive transportation contributions to the world and focus on moving forward,” said Chris Baum, Senior Vice President of Sales and Marketing of the Detroit Metro Convention & Visitors Bureau. “Everyone is aware of Detroit’s rich, world-class automotive heritage, but there’s much more to the transportation field, such as light-rail initiatives, Aerotropolis, and other alternative modes of transportation.”

National Transportation Week is a collaborative effort with support from Wayne County, SEMCOG, Transportation Riders United, MDOT, Michigan ITS, Detroit Riverfront Conservancy, The Henry Ford, Walter P. Chrysler Museum, Macomb Community College, WWJ Newsradio 950, Michigan International Speedway, SAE, Detroit Regional Mass Transit, MotorCities National Heritage Area, Autopalooza August and the Detroit Metro Convention & Visitors Bureau.

Overseen by the U.S. Department of Transportation, National Transportation Week was established by President John F. Kennedy in 1962 to celebrate the historical significance of transportation, focus on its future impact, as well as promote transportation-related careers to young people.

“National Transportation Week also gives us the opportunity to create awareness about transportation careers that may help keep future graduates in the area,” said Baum.

According to the Federal Highway Administration, the transportation sector accounts for more than 11.7 million jobs and contributes more than \$1 trillion annually to the U.S. economy, generating more than 10 percent of the Gross Domestic Product.

National Transportation Week features a number of conferences and events, both public and private, that bring the transportation community together for dialogue and demonstrations about the present and future of the industry. National Transportation Week also seeks to educate area youth on the possibilities and benefits of careers in transportation. A detailed list of National Transportation Week events in southeast Michigan can be found below and at [ntwdetroit.com](http://ntwdetroit.com).

**National Transportation Week Business-to-Business Conferences and Events:**

**Tuesday, May 12, 8 a.m. — WWJ Radio Presents the 3rd Annual National Transportation Week Breakfast Panel Discussion: “From Road to Rail and Beyond”**  
This year’s senior panel will discuss what’s new with Michigan’s various light-rail initiatives, the growing “Aerotropolis” phenomenon and what Federal stimulus dollars will mean to the state’s highway infrastructure. Speakers include Robert Ficano, Wayne County Executive, Mark Van Port Fleet, Director of Bureau Highway Development, M-DOT and a senior official from Detroit Regional Mass Transit. 8 a.m. - Breakfast and Registration; 8:30 a.m. - Program; \$10/person; R.S.V.P. to 313.202.1947; Lorenzo Cultural Center at Macomb Community College, 44575 Garfield Road, Clinton Township

**Tuesday, May 12-Wednesday, May 13 — ITS Michigan Annual Meeting & Exposition, in partnership with the Michigan Department of Transportation (MDOT)**

More than 300 representatives from industry, higher education and all levels of government will gather once again at the Rock Financial Showplace in Novi to discuss the latest developments in "intelligent transportation" (think cars, trucks, roads and signals talking together to avoid accidents and share road and weather conditions). Advanced examples of VII (Vehicle Infrastructure Integration) will be demonstrated in the parking lot. For more information, please visit [www.itsmichigan.org](http://www.itsmichigan.org), or view the [Exhibitor Invitation](#) and the [Attendee Invitation](#).

**National Transportation Week Consumer Oriented Activities:**

**Friday, May 8 , 11 a.m.-2 p.m. — Transportation Choices Fair**

Join us at Cadillac Square for a FREE Transportation Fair to kick off the Commuter Challenge. Learn about the wide variety of transportation choices available to southeast Michigan commuters. Check out SMART and DDOT buses. Learn about carpool and vanpool matching services. Talk with local bicycle commuters. Get the latest updates from the Detroit People Mover. Find out about new transit options coming soon. Sign up for the Commuter Challenge to win prizes when you try out new ways to travel.

**Saturday, May 9 — Autopalooza August presents Big Three in The D Cruise**

Classic cars, hot rods and muscle cars from GM, Ford and Chrysler will cruise from the Walter P. Chrysler Museum in Auburn Hills to the GM Renaissance Center in Detroit to The Henry Ford in Dearborn to kick off National Transportation Week and show our strong support of the American Automobile Industry. Cruise participation is by invitation only, but spectators are welcome and encouraged to gather at either end of the cruise, or along the route down Woodward Avenue across Michigan Avenue. The cruise departs from Auburn Hills at 10 a.m. and will arrive in Dearborn at approximately 11 a.m.

**Monday, May 11-Friday, May 22 — Detroit Commuter Challenge 2009**

The Commuter Challenge invites southeast Michigan commuters to Go Green and \$ave Green with a contest and prize drawing for people who try new transportation options those two weeks. Participants can try riding the bus or the Detroit People Mover, sharing a carpool or vanpool, biking, walking, or telecommuting. Each day of using a new commuting mode can enter participants in a drawing to win an iPod, restaurant gift certificates, and much more. It is jointly sponsored by SEMCOG, SMART, DDOT, MDOT, Compuware's Commuter Assistance Program, the Detroit People Mover, the League of Michigan Bicyclists, MichiVan Commuter Vanpools, and Transportation Riders United. Sign up at [www.semkog.org/commuterchallenge.aspx](http://www.semkog.org/commuterchallenge.aspx).

- **Monday, May 11, 11 a.m.-1 p.m. – Carpool / Vanpool / Flextime Day**  
Explore your options about saving money in front of Compuware. Pick a lucky carpool or vanpool and win a great prize! For more information, visit [www.semkog.org/MiRideshare.aspx](http://www.semkog.org/MiRideshare.aspx).
- **Tuesday, May 12, 11 a.m.-2 p.m. – Detroit People Mover Midway-Lunchtime Carnival**  
The Detroit People Mover will hold its first ever "Detroit People Mover Midway - Lunchtime Carnival." Arcade games with exciting prizes will be located at four Detroit People Mover stations: Renaissance Center, Cobo Center, Michigan Avenue and Financial District. To learn more about the Detroit People Mover, go to [www.detroitpeoplemover.com](http://www.detroitpeoplemover.com)
- **Wednesday, May 13 – Ride the Bus Day**  
Ride the Bus Day will provide commuters everything they need to try riding the bus for the first time, including guided morning bus rides, Bus 101 information sessions, and even some free bus passes. Details at [www.DetroitTransit.org](http://www.DetroitTransit.org), [www.SMARTbus.org](http://www.SMARTbus.org) and [www.DetroitMi.gov/DDOT](http://www.DetroitMi.gov/DDOT).
- **Thursday, May 14 – Walk / Telecommute Day**  
Walk or telecommute to work! For more information, visit <http://www.telework.gov/>.
- **Friday, May 15 – Bike Day**  
Join dozens of other cyclists and ride your bicycle to work. A great way to get exercise and see the city in a new way, while commuting to work. For each route, there are multiple stations to join the ride between the listed starting point and downtown. For more information, visit <http://www.detroitenergy.org/projects/biketoworkday/>.

### **Wednesday, May 13-Saturday, May 16 — Formula SAE®**

A student design competition organized by SAE International (formerly Society of Automotive Engineers). Student members conceive, design, fabricate and compete with small formula-style race cars; points are awarded for static events (presentation, design, cost analysis) and dynamic events (acceleration, skid-pad, autocross, fuel economy, endurance). Michigan's event will be held at Michigan International Speedway, 12626 U.S. Highway 12, Brooklyn, MI 49230. Spectators are welcome at all Collegiate Design Series competitions. Admission to most events is free, unless the SAE event is tied to a professional event. For any questions please call 724.776.4841 for Education Relations. For more information, visit [students.sae.org](http://students.sae.org).

### **Thursday, May 14, 10 a.m.-2 p.m. — Dequindre Cut Grand Opening**

Join the Detroit Riverfront Conservancy and its partners in celebrating the official opening of the Dequindre Cut Greenway. A grand opening ceremony will take place at 10 a.m. at the Woodbridge St. entrance of the Cut followed by food, activities and entertainment taking place at all three entrances of the Cut (Woodbridge St., Lafayette St., Gratiot Ave.) until 2 p.m. The public can enjoy cooking demonstrations from Eastern Market, guided walking tours of the Dequindre Cut from Inside Detroit and much more. The Dequindre Cut is an urban recreational path (Greenway/Bike Path/Walkway) converted from a former rail bed. It will currently link Detroit's east riverfront with the Eastern Market district. For more information, please visit [www.detroitriverfront.org](http://www.detroitriverfront.org).

### **Autopalooza August**

Autopalooza August also returns to The D this August 2009 with a line-up of several automobile-related events during the course of the month. This marketing initiative, a partnership between the MotorCities National Heritage Area and the DMCVB, highlights a month with a major automotive-related activity every weekend. A list of Autopalooza August events can be found below and at [www.autopalooza.org](http://www.autopalooza.org).

#### **Autopalooza August Events:**

- **30th Annual Meadow Brook Concours d'Elegance-** July 31-August 2, Meadow Brook Hall
- **Vintage Motor Cars of Meadow Brook Auction-** August 1, Meadow Brook Hall
- **Detroit Festival of Speed and Style-** August 9, Campus Martius Park
- **Back to the Bricks Cruise Weekend-** August 12-15, Flint, Grand Blanc, Burton
- **NASCAR Nationwide 250 and NASCAR Sprint Cup 400-** August 14-16, Michigan International Speedway
- **15th Annual Woodward Dream Cruise-** August 15, Woodward Avenue, Ferndale to Pontiac
- **...and much more to come!**

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#### **About National Transportation Week**

*National Transportation Week is an annual event celebrating the importance of the transportation industry's contributions to the economy. Serving as an opportunity for transportation professionals to gather for industry-related events, meetings and conferences addressing key issues in the air, rail, trucking, shipping and automotive fields. First observed in Houston in 1953, nearly a decade later in 1962, President Kennedy declared a permanent date that would always be the week in May which contains the third Friday, National Defense Transportation Day, with Maritime Day on the following Saturday.*

#### **About the Detroit Metro Convention & Visitors Bureau**

*The Detroit Metro Convention & Visitors Bureau is a private, not-for-profit organization whose mission is to market and sell the metropolitan Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows corporate meetings, tours and incentive travel and as a film location to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities.*

*More than 800 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau. [www.visitdetroit.com](http://www.visitdetroit.com)*