

High Impact Productions

contact: Melissa Coolman
phone: 888.447.8236 ext 102
email: Melissa@high-impact-productions.com

FOR IMMEDIATE RELEASE

AWREY'S BAKERY TO SPONSOR SWINGSHIFT AND THE STARS

Awrey's Bakery to Become the Marquee Sponsor
for SwingShift and the Stars Fundraising Event Expansion

High Impact Productions (HIP) is proud to announce that the historic Michigan business Awrey's Bakery has become the Marquee Sponsor for SwingShift and the Stars Dance-Off for Charity. This unique fundraising event has raised over \$687,000 for 30 Northern Michigan charities since 2008. Judy Harrison, CEO of High Impact Productions, and her staff have embarked on a staged expansion plan with their sights set on the Great Lakes Bay Region as the next community to benefit from this reproducible fundraising method. With the financial support and experience of Bay City native and entrepreneur Ron Beebe and his staff in collaboration with HIP this new venture is destined to succeed.

Awrey's Bakery is a Livonia based business that was founded in 1910 in Detroit and grew into one of the largest privately owned bakeries in the U.S. In March of 2013, Ron Beebe and Jim McColgan of Minnie Marie Bakers purchased the company ensuring a bright future for the iconic bakery and its employees.

Six new charities and six brave new "star" dancers and instructors have been chosen for the upcoming 2013 season in Traverse City. This season's fundraising events will kick off on August 15th with a media event hosted by the Denno's Museum in the Milliken Auditorium. Competitive events are scheduled for the fall of 2013 on the third Friday of September, October, November and December at the historic City Opera House in downtown Traverse City.

HIP is also deep in preparations for an inaugural fundraising season to kick off in the Great Lakes Bay Region with a media event announcing participants in January of 2014. All events will be held at the Scottish Rite Masonic Center in Bay City.

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If you'd like more information about this topic, or to schedule an interview with Judy Harrison or Jim McColgan, please contact Melissa Coolman.

