

CARS, CULTURE, GAMING, MUSIC, SPORTS & MORE

# DISCOVER THE D



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**Detroit International RiverWalk**  
by Vito Palmisano



EXPERIENCE

# THE D

## Feel a city anew

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Detroit is a city in the now, on the upturn. And, you'll feel it — an optimism and liveliness — when you walk the streets, visit our cultural centers and casinos, go to professional sporting events and meet the diverse collection of people living, working and playing in The D. Urban, energetic and moving forward, Detroit is all yours to discover.

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To learn more about your  
visit to The D, contact:  
800-DETROIT (338-7648)  
313-202-1800  
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**1956 Ford Thunderbird convertible**  
*Jay ride.*

The Thunderbird recaptured the early days of automobile design when cars were called "personal cars." Thunderbirds and other small cars were called "personal cars" — cars owned only by one person. In 1956, Thunderbirds could even drive by the moon. The Thunderbirds were Ford's response to the new market. Ford's Thunderbirds were the first Thunderbirds. Ford's Thunderbirds were the first Thunderbirds.



EXPERIENCE

# THE MOTOR CITY

## Always in drive

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Much may be changing in Detroit, but some things remain constant and true. This is a manufacturing town, the birthplace of the automobile and the modern-day assembly line. No one can deny that the Motor City's auto biz is once again in high gear. Immerse yourself in this newfound success and everything else automotive when you visit our auto-themed museums, car shows, cruises, high-octane racing events and famous auto baron estates.

### ***MAKE SURE YOU VISIT***

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- Autopalooza
- Chevrolet Detroit Belle Isle Grand Prix
- Edsel & Eleanor Ford House
- Ford Piquette Avenue Plant
- Henry Ford Museum, Greenfield Village and Ford Rouge Factory Tour
- Meadow Brook Hall
- North American International Auto Show
- Woodward Dream Cruise



**Detroit Institute of Arts**  
by *Bill Bowen*



**Greektown**  
by *Young Cho*

The background of the entire page is a collage of images related to Detroit. At the top, there's a mural of people working on a ship. Below that, on the left, is a painting of a person in a yellow jumpsuit. On the right, there's a large industrial machine, possibly a steam engine. At the bottom left, there's a yellow vehicle, possibly a bus or truck, with the number 2857. At the bottom right, there's a photo of people walking in a museum, with a sign for the Henry Ford Museum by Bill Bowen.

*EXPERIENCE*

# TOWN OF MANY

## Meet our melting pot

Detroit is unmatched when it comes to representing diversity — in culture, ethnicities and even architecture. You can celebrate African-American and Arab-American heritage in the city's museums, while concentrated neighborhoods such as Mexicantown, Greektown and Hamtramck will serve up all your regional food favorites. Works from artists both modern and ancient are ready for your view, and architecture, from art deco to the gothic-inspired, make up the city's distinctive skyline.

### ***MAKE SURE YOU VISIT***

- African World Festival
- Albert L. Lorenzo Cultural Center
- Arab American National Museum
- Charles H. Wright Museum of African American History
- Cranbrook Art Museum
- Detroit Eastern Market
- Detroit Historical Museum
- Detroit Institute of Arts
- Greektown, Mexicantown and Hamtramck
- Holocaust Memorial Center Zekelman Family Campus
- Museum of Contemporary Art Detroit (MOCAD)

Henry Ford Museum  
by Bill Bowen

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EXPERIENCE

# GAME ON

## Play with us

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Feel like a winner in Detroit's three Vegas-style casinos, whether you're in the game room, dining at one of the many on-site restaurants, partying hard at a posh nightclub, chillaxing at the spa or lounging in your room. Each has its own feel and theme. These destination resorts, smack-dab in a bustling city, are not to be missed.

## MAKE SURE YOU VISIT

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- Greektown Casino
- MGM Grand Detroit
- MotorCity Casino

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Motown Historical Museum  
by Bill Bowen



EXPERIENCE

# MUSIC MECCA

## Hear it here

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Detroit, the undisputed owner of the Motown sound and the spot where techno first erupted on the scene. This city is your stomping ground for world-recognized musical festivals, where global and progressive artists of all genres, from jazz, gospel, rock, the electronic sound and kicking country come to play.

## MAKE SURE YOU VISIT

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- Detroit Jazz Festival
- Downtown Hoedown
- DTE Energy Music Theatre
- Electronic Music Festivals
- The Fillmore Detroit
- Fox Theatre
- Freedom Hill Amphitheatre
- Majestic Theatre
- Meadow Brook Music Festival
- Motown Historical Museum
- Saint Andrew's Hall



Comerica Park  
by Vito Palmisano

The background of the entire page is a collage of images related to Detroit sports. At the top, a skyline of Detroit skyscrapers is visible. Below this, on the left, is a baseball field with a 'CHEVROLET' sign on the outfield fence. On the right, there's a view of a stadium filled with fans. At the bottom, a large crowd of people is seen from behind, sitting in green stadium seats.

EXPERIENCE

# DETROIT SPORTS

## Excitement unrivaled

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The D's sports fans are known for their fervor; the teams for their drive. Together in one building — be it stadium, field, rink or arena — means game time is nothing less than a cardiac-pounding, adrenaline-filled event.

### ***MAKE SURE YOU VISIT***

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- American Power Boat Association Gold Cup
- Chevrolet Detroit Belle Isle Grand Prix
- Collegiate Sporting Events
- Comerica Park, Detroit Tigers
- Ford Field, Detroit Lions
- Joe Louis Arena, Detroit Red Wings
- The Palace of Auburn Hills, Detroit Pistons



**The Mall at Partridge Creek**  
by Jason Vaughn



**Iridescence at MotorCity Casino Hotel**  
by Bill Bowen



EXPERIENCE

# URBAN HUB

## Shops, shows and more

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Detroit is a rising urban hot spot, more accessible than ever. Stroll the riverfront on the Detroit International RiverWalk. Enjoy the new independent retailers and entertainment options popping up in downtown's Midtown and elsewhere. Outside the city, discover shopping districts, premium outlet centers, big-box stores, mega malls and upscale collections that feature hundreds of brand-name and bargain retailers. And, find tickets to a mixed menu of comedy, dance and drama performances in one of the nation's largest theater districts.

### MAKE SURE YOU VISIT

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- Dearborn's Ford Community & Performing Arts Center
- Detroit International RiverWalk
- Detroit Opera House
- Detroit Symphony Orchestra
- Fisher, Fox and Meadow Brook Theaters
- Macomb Center for the Performing Arts
- The Mall at Partridge Creek, Somerset Collection and Great Lakes Crossing Outlets



Detroit Metro Airport  
by Vito Palmisano



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**To learn more about your visit to The D, contact:**

Detroit Metro Convention & Visitors Bureau  
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1. Campus Martius Park by Lynn Powell
2. Fox Theatre by Bill Bowen
3. Cobo Center

**Cover photo:** GM Renaissance Center and Detroit People Mover  
by Vito Palmisano