



**Rochester Downtown Development Authority**  
308 ½ Main Street • Rochester, MI 48307  
248/656-0060 • Fax 248/656-1954  
[www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com)



**FOR IMMEDIATE RELEASE**

**CONTACT:** Stacey Keast  
Events Coordinator  
[Stacey@DowntownRochesterMI.com](mailto:Stacey@DowntownRochesterMI.com)  
248.656.0060

Kristi Trevarrow  
Executive Director  
[Kristi@DowntownRochesterMI.com](mailto:Kristi@DowntownRochesterMI.com)  
248.656.0060

**GET READY TO HAVE A BIG, BRIGHT BALL THIS SUMMER!**

ROCHESTER, Mich. – July 6, 2011 – It's big, bright and back again this summer, so get ready to have a ball! The Big, Bright Ball is the signature fundraising event for The Big, Bright Light Show. The fun takes place from 4:00 – 7:00 pm on Sunday, July 31 at the Royal Park Hotel.

Join us for an evening of food, music and fun. Enjoy a strolling dinner featuring your favorite downtown restaurants including, Beyond Juice, Boho Cupcakes, Kruse & Muer and the Rochester Chop House, Main Street Deli, O'Connor's Public House, Rochester Mills Beer Co., Rojo Mexican Bistro, the Royal Park Hotel and Sanders.

Kids can check-out the Make-A-Magic-Wand Station, sponsored by Paint Creek Center for the Arts and the Ice Cream Sundae Bar, sponsored by Sanders. Additionally, partygoers can get some big, bright "bling" strands courtesy of Studio One Salon! Dance to the tunes of our DJ and be sure to capture your favorite moments at the photobooth!

Be sure to bring your checkbooks so you can bid on fabulous silent auction items. Don't miss the "Light The Town" Raffle, for the opportunity to flip the switch on opening night of The Big, Bright Light Show, and take a chance at Snow Miser's Cold Cash Catch to win gift certificates to your favorite downtown Rochester businesses!

Tickets for The Big, Bright Ball are \$30 for adults, \$10 for kids 5- 12 and kids under 5 years of age are free. Tickets are available at the Rochester DDA Office, 308 ½ Main Street (above Holland Floral & Gifts). Cash, check, VISA/MC accepted. Or purchase your tickets online at [www.downtownrochestermi.com/shop](http://www.downtownrochestermi.com/shop). Tickets also will be available for purchase at the DDA Information Booth during Sidewalk Sales, July 14 – 16.

Other downtown Rochester events include the Downtown Rochester Farmers' Market, every Saturday morning through Oct. 29; Movies in the Moonlight on July 9, 16, 23 and 30; Sidewalk Sales, July 14-16; Rochester's Great American Bake Sale on Aug. 6 and Downtown Rochester Restaurant Week, Aug. 7 – 12. For more information on the Rochester DDA and downtown Rochester, including a complete schedule of events, please visit [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com) or call 248.656.0060.

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