

Kid Rock and Kid Rock Foundation to be honored by the Old Newsboys' Goodfellow Fund of Detroit at 22nd Annual Tribute Breakfast on September 30. Individual tickets and tables now available for purchase.

DETROIT, June 16, 2011

The Old Newsboys' Goodfellow Fund of Detroit will honor internationally acclaimed singer-songwriter, philanthropist and native Detroiters Kid Rock and Kid Rock Foundation at the charity's 22nd annual Tribute Breakfast, September 30 at Cobo Center. Kid Rock and Kid Rock Foundation will receive the Edward H. McNamara Goodfellow of the Year Award at the 8 AM event. The "Great Voice of the Great Lakes" WJR, a major sponsor of the event, will broadcast portions of the breakfast live during The Paul W. Smith Show. The Edward H. McNamara Award is a prestigious honor presented to distinguished and noteworthy individuals who have significantly contributed to the community. Kid Rock continuously shows his support for Detroit and its people through various philanthropic initiatives, using his influence to raise money for many causes. "The Detroit Goodfellows is very excited and proud to be awarding this honor to Kid Rock who shares our commitment to Detroit and its youth," said Mike Coakley, president, Detroit Goodfellows. "Having a world-renowned recording artist as a recipient of the Edward H. McNamara Award is a first for our organization and we hope that it will serve to increase awareness about the Detroit Goodfellows among a broader audience." Previous recipients of the Edward H. McNamara Goodfellow of the Year Award include President and Chief Executive Officer of Ford Motor Company Alan Mulally, Detroit broadcast legend Dick Purtan and his wife Gail, UAW President Ron Gettelfinger, Judge Damon Keith, Mayor Dave Bing, Detroit Tigers Manager Sparky Anderson, Governor Jennifer Granholm and First Gentleman Dan Mulhern, and Lisa and William Clay Ford. Tickets for the benefit event are \$150 or \$1,500 for a table of 10. There are also special \$5,000 Santa Circle tables available. Additional corporate sponsorships are also available. Revenue raised will go toward the Detroit Goodfellows' 2011 fundraising goal of \$1.3 million, which will help provide 35,000 holiday gift packages containing clothing, books, candy and toys for needy children in Detroit, Hamtramck, Highland Park and River Rouge. For more information or to purchase tickets, contact Detroit Goodfellows director Sari Klok-Schneider at (586) 775-6139 or sarigoodfellows@gmail.com. Tickets may also be purchased online at www.detroitgoodfellows.org. Founded in 1914, the Detroit Goodfellows is the original and oldest Goodfellows organization and is not affiliated with any other Goodfellow group. It also sponsors an emergency dental program for children, awards scholarships through Wayne State University, provides free shoes to children in need and helps send hundreds of needy children to camp each summer.

