



The Designate

Changing the American Evening

AUGUST 9th 2007

BIRMINGHAM

Company drives home

A business that provides a service that will get people home in their own cars has been named the “Official Designated Driver” of the Woodward Dream Cruise. The Birmingham — based business, called The Designate, began in January and serves customers in Oakland, Macomb and Wayne counties. After a customer calls, two drivers in a Designate car will head to the customer’s location. One driver will then drive the customer home in the customer’s car followed the Designate tailing car. The service also will drive customers from location to location throughout the evening.

“Having fun while being safe and acting responsibly never go out of style,” said Tom Proctor, president of The Designate. “We are pleased to play a key role in the Dream Cruise.” The Designate operates 5 p.m. — midnight Sunday-Tuesday and 5 p.m. Wednesday–Saturday. Visit www.TheDesignate.com or call (888) 929-8282