



The Designate

Changing the American Evening

August 9th 2007

'The Designate' will drive Cruisers

The Woodward Avenue Dream Cruise has designated driver.

The Designate. A Birmingham firm helping sponsor the Cruise has been named the "official Designated Driver" for the event.

The Designate provides on-call personal chauffeur services, serving Oakland, Macomb and Wayne Counties. Whether for a special event, evening of entertaining or a night out. The Designate drives customers home, in their own cars. The service will also drive customers from location to location, throughout an evening. Additionally, The Designate's special event service provides crews of drivers to make sure event guests arrive home safely for less than a typical cab fare via a personal, upscale approach, according to the company.

"Like a classic car, having fun while being safe and acting responsibly never go out of style," said Tom Proctor, president of The Designate. "We are quite pleased to play a key role in underwriting the Woodward Dream Cruise in 2007 as well as serving as the event's 'Official Designated Driver.'"

The Woodward Dream Cruise is enthused about its relationship with The Designate. They offer a service which is key to insuring people can have a good time and a safe Dream Cruise," said Greg Rassel, vice president of the Woodward Dream Cruise.

For more on how The Designate is changing the American evening, visit www.TheDesignate.com or call 1.888.929.8282

The Woodward Dream Cruise, the world's largest one-day automotive event, will be held Aug 18.