

BILL BROWN FORD



DETROIT YOUTH CHOIR

FOR IMMEDIATE RELEASE

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COVID 19 FORCES DETROIT YOUTH CHOIR TO CANCEL GRADUATION BENEFIT THEN BILL BROWN FORD SAVES THE DAY AND AGREES TO STREAM AS PART OF AT-HOME CONCERT SERIES

Detroit Youth Choir Graduation Benefit Concert, 5/29 @ 6:00 pm on Facebook live.

(LIVONIA, MI, MAY 28, 2020) On Friday, May 29, at 6:00 PM, a **SOCIALLY DISTANT DETROIT YOUTH CHOIR** will stream their Spring Benefit Concert and Graduation at [HTTP://Facebook.com/BillBrownFord](http://Facebook.com/BillBrownFord). The event will raise funds for the 2020/2021 school year and include a "Bow-Out" ceremony to recognize the eight members of the Choir graduating this year. COVID 19 had initially forced the DYC to cancel this event, but after hearing this, Bill Brown Ford offered to host the benefit as the 10th performance in their At-Home Concert Series and they will also be matching the first \$2,500 raised and giving a \$500 grant to each of the eight graduating seniors.

Every Friday for the past nine weeks on Bill Brown Fords Facebook page, the Livonia Dealership has been hosting a benefit concert for a local Detroit Metro area musician struggling and unable to perform live during the pandemic. Over 250,000 people have seen the shows and they have raised over \$10,000 for local musicians.

"We did not want the pandemic to stand in the way of the Detroit Youth Choir's Spring Benefit Concert and Graduation, said Matt Garchow, New Vehicles Sales Manager for Bill Brown Ford. "These young people have been such a bright star in our community, and we wanted to help them by hosting this event as part of our At-Home Concert Series, matching the first \$2,500 raised and giving each of the eight graduates a \$500 grant."

The Detroit Youth Choir performance and "Bow-Out" ceremony for their eight graduating seniors will take place this Friday, May 29, at 6:00 PM at <http://Facebook.com/BillBrownFord>. The Bill Brown Concert Series has been drawing an average crowd of 25,000, more than 50,000 are expected this week to watch the Detroit Youth Choir. A streaming version of the concert and "Bow-Out" ceremony will also be available to watch after the show and every is encouraged to donate to the Detroit Youth Choir at <https://bbford.us/DONATE>.

"Thanks to Bill Brown Ford's unending personal and financial commitment to the Detroit Youth Choir, we were able to save our Spring Benefit Concert and graduation ceremony." said Daniel Valentine, Program Director for The Detroit Youth Choir. "All of our performers will also be socially distancing throughout the show, which we hope will serve as a great example for young people throughout the Detroit Metro."

THE DETROIT YOUTH CHOIR: Founded in 1996, the Detroit Youth Choir is a nonprofit organization that serves young people with music education, dance, and theatrical arts. The program is focused on boys and girls ages 8-18 throughout the Detroit area. The Choir teaches and develops student talent and creativity, in addition to life skills. Over the past 20 years, the Detroit Youth Choir has maintained a 98% graduation rate.

BILL BROWN FORD: Located in Livonia, MI, the dealership is the largest AXZ Plan dealer, selling more discounted vehicles to Ford employees than any other dealership in the US. Bill Brown is also the largest Ford Truck dealership in the US with the most extensive inventory in Michigan. In addition to the dealership's sales success, they are also an innovative industry leader with a new rapid digital and personalized purchase options, vehicle service, and mobility solutions.

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For more information about the Bill Brown At-Home Concert Series on Facebook Live and the Detroit Youth Choir Performance please contact: Robert Goodfellow, 734-644-0227 or RGoodfellow@BillBrownFord.com

