



Liquid Pleasure To Perform in Thanksgiving Day Parade

East Coast Entertainment sponsors float featuring top show and dance band

CHARLOTTE, NC – November 25, 2008 – Liquid Pleasure, the Southeast's premier show and dance band, will appear in the 2008 Carolinas' Thanksgiving Day Parade, performing on a parade float sponsored by East Coast Entertainment.

The six-member band has been performing together for over 29 years and has appeared with such notable artists as The Temptations, Aretha Franklin, The Four Tops, LL Cool J and Aretha Franklin. They recently were tapped to play at the One-Stop Early Vote Rally for Barack Obama in Chapel Hill.

"East Coast Entertainment is thrilled to bring this exciting act to the parade," said Larry Farber, a partner in entertainment agency East Coast Entertainment and president of the Carolinas' Carrousel board of directors. "The parade gets better every year, and this high-energy, top-rated band really adds a new dimension to the 2008 line-up. The band members are looking forward to celebrating the holiday with us here in Charlotte." East Coast Entertainment has over 30 years of experience in the entertainment business and has been recognized twice as the Agency of the Year by readers of "American Entertainment Magazine."

The East Coast Entertainment float featuring Liquid Pleasure is one of over 20 floats participating in the parade. Marching bands, step and drill teams, the Carrousel Queen and Carrousel Representatives, Miss North Carolina, Miss South Carolina, the Carolina Clowns, the Wells Fargo Stagecoach and a host of other family-friendly units are slated to appear.

The Carolinas' Thanksgiving Day Parade steps off from Tryon and Ninth streets at 9:45 a.m. and will reach the Square at Trade and Tryon at 10:00 a.m. The parade will be aired live on WBTV-Channel 3 starting at 10:00 a.m. The two-hour broadcast will be repeated on WBTV at 4:00 p.m. on Thanksgiving Day.

About Us

The Carolinas' Thanksgiving Day Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become so much more. The Parade and its ancillary events are produced by Carolinas' Carrousel, Inc., an independent, volunteer, non-profit, charitable organization. Carolinas' Carrousel is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the Holiday Season. In addition, it promotes excellence through awards to area high school students and marching bands. The Carolinas' Carrousel also exists to offer business, industry, and the local citizenry the opportunity of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

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