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## **MOTOR CITY NEW YEAR'S EVE: THE DROP FOCUSED ON FUTURE**

*Organizers Postpone Annual Event*

(Detroit, MI) - The giant ceremonial "D" won't drop in downtown Detroit Dec. 31 to welcome the New Year -- but organizers of the event say that's a good thing. Nine years ago, a group of young entrepreneurs teamed up to create a version of New York's famed New Year's Eve Times Square celebration for Detroit, designing a free public event that would draw attention to the revitalization of the city.

With the support of friends in marketing and event production as well as the business community, Jerrid Mooney and Tony Piraino founded *Motor City New Year's Eve: The DROP*. The event was an immediate hit generating extensive publicity that brought thousands of people to celebrate the city's resurgence at The "D" Drop.

"Be careful what you wish for" as the saying goes. Since its inception, the event's success and the public's desire to celebrate in a now-bustling Detroit have grown exponentially.

"We launched The DROP in 2009 to draw attention to the city's mounting revival," says Mooney. "Now, downtown is so awash with activity that event logistics and timing for our ever-growing celebration became an issue. We feel focusing on MCNYE 2020 will allow us to maintain and surpass our high standards."

Offering the public a premium entertainment experience, in a fun, safe environment are the guiding principles for The DROP says Mooney. "We want to create lasting memories and look forward to exceeding expectations next year."

### **About The DROP - Motor City NYE**

Founded in 2009 by Detroit business owner Tony Piraino and Detroit resident Jerrid Mooney, Motor City New Year's Eve was conceived to become a major community event, showcasing the center of Detroit with the metropolitan area and beyond. A free family-friendly event by day, and festive gathering for adults at night, the event grew annually with support from Detroit-based businesses. Motor City New Year's Eve has since grown to become Detroit's largest and most publicized New Year's Eve event, drawing up to 36,000 revelers in 2016. Mooney has continued to grow Motor City New Year's Eve. For more information visit [www.MotorCityNYE.com](http://www.MotorCityNYE.com).