



PRESS RELEASE

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FOR IMMEDIATE RELEASE
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In memory of Tim Brockman, People Helping People team named grand marshal of Lighted Christmas Parade

MT. PLEASANT, Mich. – The People Helping People team from Max & Emily’s Eatery will serve as grand marshal of the 2017 Lighted Christmas Parade on Saturday, Dec. 2. Founded by the late Tim Brockman, the People Helping People program serves a free meal to those in need every Sunday. Brockman’s family will lead the parade in his memory.

People Helping People began in 2015 when Brockman learned that many of the area’s hunger relief programs were not available on Sundays. “Tim believed that no one in our community should ever go hungry, and when the idea of People Helping People came to him, he acted immediately,” said Chris “Elmo” Walton, owner of Max & Emily’s Eatery. “After a few weeks of the program, Tim and the staff started to create relationships with the program’s recipients. Smiles became hugs, faces became names, and stories were told on how his vision was positively impacting their lives.”

Funded by Max & Emily’s and community donations, the program remains strong and serves approximately 85 people each Sunday.

“Tim would be honored that this wonderful People Helping People program is being recognized in this year’s parade, and afterwards, he would challenge those in attendance to go out and do the right thing for someone else,” said Walton. “Doing the right thing is one of the many lessons Tim Brockman will continue to teach us long after his passing.”

The Lighted Christmas parade begins at 6 p.m. downtown Mt. Pleasant, and is one of several events taking place Dec. 1-2 for the annual Mt. Pleasant Christmas Celebration. Additional activities include a community sing-along and tree lighting ceremony on Friday night; and a pancake breakfast and visits with Santa on Saturday. For details, go to www.facebook.com/downtownmp.

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See attached photo: Tim Brockman

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