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**FOR IMMEDIATE RELEASE**

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**HOW SHOULD WE CELEBRATE FATHER'S DAY?**

Once you have given your dad a tie or a new electronic gee-gaw – probably both of which he will pretend to be thrilled with – then what do you do with him for the long day till you fire up the grill? Why not take him to one of the country's best car shows, *EyesOn Design*, June 21, 2009 at the Edsel & Eleanor Ford House in Grosse Pointe, and let him enjoy something that he would really like.

Theme: The Art of Automobile Advertising and Design

2009 Honorary Chairman will be Frank Klegon, Executive Vice President – Product Development, Chrysler LLC.

2009 Event Chair Marcus Shelley, leads a group of several hundred volunteers who will mount a unique, design-oriented collection of two hundred automobiles and motorcycles. *EyesOn Design* is an international celebration of fine automotive design of the past, the present and the future.

2009 Lifetime Design Achievement Award recipient is William G. Davidson, the designer of a series of iconic motorcycles for the company his grandfather founded. Trained as an auto designer at Pasadena's Art Center College, he was a classmate of the "Father of the Taurus", Jack Telnack. Willie G designed automobiles during his early career before returning to Milwaukee to revolutionize design at Harley-Davidson. There will be a special collection of Harley-Davidson motorcycles on display.

A most gracious way to begin the day at the Ford House is with the elegant *Private Eyes* Brunch, catered by renowned Forte Belanger Catering. The Honorary Chairperson of the Brunch, Mrs Willie G. (Nancy) Davidson, along with her husband, will be joined by their son Bill and fashion designer daughter Karen, a celebrity in her own right as the Lead Designer of the fabulously successful line of Harley apparel.

There simply aren't any locations which combine a Grand Mansion on one of the Great Lakes, with the most famously landscaped property in Michigan.

So, though many come for the cars, many consider the House, or the Rose Gardens, or the Pool, or the John McElroy-led Awards Ceremony their favorite reason for considering this the Premier Father's Day Event in the Midwest a "can't ever miss this tribute to Dad". All for the lowest ticket price of any of the major shows!

***EyesOn Design 2009***

Edsel & Eleanor Ford House

10:00 am – 4:00 pm

\$ 20.00 General Admission

Children 12 and under free when accompanied by an adult

***Private Eyes* Brunch**

Edsel & Eleanor Ford House

11:00 am – 2:00 pm

\$ 100 per person; \$50 children 12 and under

[www.eyeson.org](http://www.eyeson.org)

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Tickets Online: [www.Acteva.com/go/eyeson](http://www.Acteva.com/go/eyeson)

The Detroit Institute of Ophthalmology (DIO) is a 501(c)(3) not-for-profit organization. All proceeds benefit the DIO's programs in ophthalmic research, support for the visually impaired, and public and professional education.

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