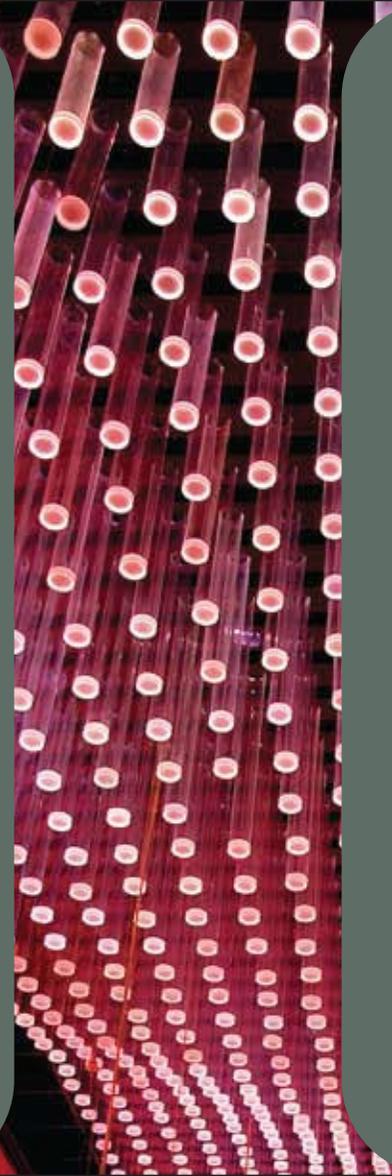
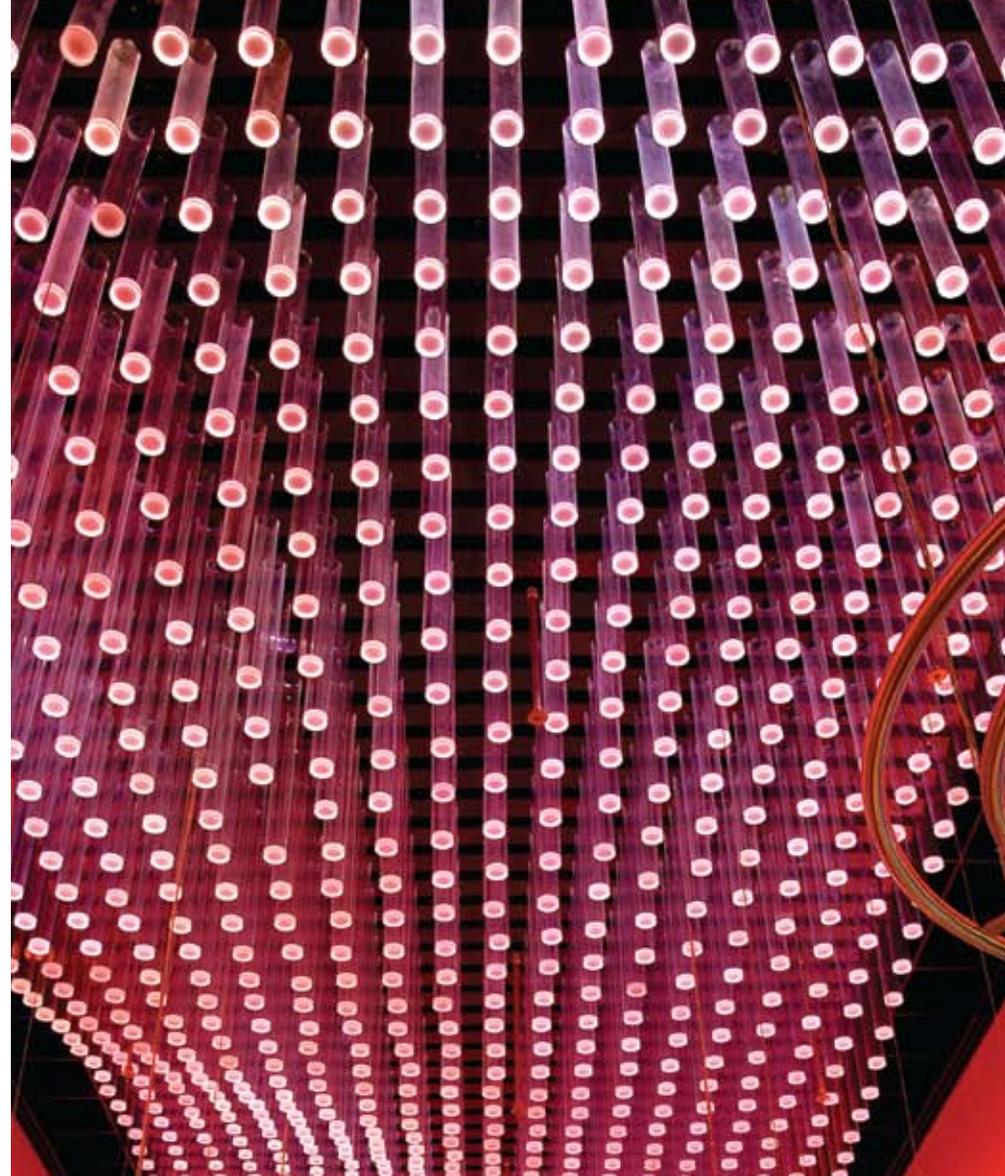


live. work. play.

a report to the community

I L I T C H
C O M P A N I E S







ILITCH COMPANIES:

LITTLE CAESARS PIZZA

BLUE LINE FOODSERVICE
DISTRIBUTION

DETROIT RED WINGS

OLYMPIA ENTERTAINMENT

DETROIT TIGERS

OLYMPIA DEVELOPMENT

LITTLE CAESARS PIZZA KIT
FUNDRAISING PROGRAM

ILITCH HOLDINGS, INC.

CHAMPION FOODS

UPTOWN ENTERTAINMENT

MOTORCITY CASINO HOTEL



MAKING A DIFFERENCE

At our roots, the Ilitch companies are committed to the communities where we live, work and play. We support our communities in valuable ways, whether it is by donating money to charitable causes, providing in-kind services, giving opportunities to veterans and young athletes, sharing the talents and skills of colleagues who volunteer in the community, or reinventing the Detroit skyline with new construction projects. The Ilitch companies are proud to be an essential part of the identity of the Detroit region, and it doesn't stop there...our reach stretches beyond local borders to the communities where we do business across Michigan and the country.

Mike and Marian Ilitch began their community giving by sponsoring a local boys hockey team in 1962, three years after founding the first Little Caesars Pizza.



Photo by Vito Palmisano



DETROIT IS OUR HOME

Detroit is my home. My grandparents arrived here from Macedonia and my parents were born and raised here. I was raised in the region, and now I'm bringing up my family here, too. Detroit is a good place to do business and to live, and the Ilitch companies celebrate the many contributions we make to our beloved community each year.

We're excited to contribute more than \$1 million in Detroit Tigers tickets to underprivileged children, to be part of building an infant care center at the Coalition on Temporary Shelter (COTS) in Detroit and to enable a historic Detroit neighborhood to begin to rebuild itself with the expansion of MotorCity Casino Hotel. We are also proud of our colleagues who donate their time and talents to volunteering in the community and serving on the boards of charitable and civic organizations.

There's so much more that goes to show the personal connection our companies and our colleagues feel with the Detroit community and the other communities where we do business. I invite you to turn the page to see just some of the ways we're making a difference.

A handwritten signature in black ink, appearing to read 'C. Ilitch', with a stylized flourish at the end.

Christopher Ilitch
President and CEO, Ilitch Holdings, Inc.

ILITCH CHARITIES

Through nearly \$1 million in grants since 2000, Ilitch Charities has supported charitable causes in the areas of community and economic development, human services, education and recreation. One grant paid for an infant care center at the Coalition on Temporary Shelter (COTS), Detroit's largest homeless shelter. Another 10-year grant supports the Junior Achievement Finance Park, where students learn about the important economic issues they will face as adults. And, children from all over metro Detroit visit the Detroit Film Theatre to see performances by the Mosaic Youth Theatre of Detroit, thanks to a grant from Ilitch Charities.

As the organization's signature event, the Ilitch Charities Celebrity Golf Classic benefits local, nonprofit organizations that create positive change in our community and improve the quality of life for people in need.





“ONE OF THE MOST DESIRED GOALS AT COTS WAS TO CREATE A NEW CARE CENTER WHERE INFANTS OF HOMELESS PARENTS COULD DEVELOP AND LEARN JUST LIKE THEIR PEERS, BUT WE WERE \$150,000 SHORT. ILITCH CHARITIES HELPED US BRIDGE THAT GAP AND MAKE BRIGHT BEGINNINGS CHILD DEVELOPMENT CENTER A REALITY.”

CHERYL JOHNSON, CEO, COALITION ON TEMPORARY SHELTER (COTS)



Left
From opening a bank account to buying insurance and funding a vacation, kids learn the art of making sound financial decisions at the Junior Achievement Finance Park in Detroit.

Center
A grant from Ilitch Charities provides local students transportation to the Detroit Film Theatre to see Mosaic Youth Theatre's educational and entertaining performances.

Right
Ilitch Charities presents \$50,000 in grants to the United Way of Southeastern Michigan and the Detroit Renaissance Foundation to support programs that create jobs, generate income opportunities and address social issues such as poverty, homelessness and hunger in southeastern Michigan.

Top left

Tigers outfielder Curtis Granderson gets kids excited about reading as part of the statewide literacy program Newspapers in Education. Through this Tigers and Detroit Free Press joint program, 100,000 Michigan students receive free reading materials about baseball and other important topics.



Center

The Gloves for Kids program gives 400 kids in six inner-city baseball programs the gloves, cleats, helmets and bats they need to play ball.

Bottom

A youth baseball team thanks the Detroit Tigers Foundation for renovations to their field.



Far right

Nearly 70,000 tickets are donated each year to less fortunate children in our community so that every child can experience the excitement of a Detroit Tigers baseball game.



“BASEBALL CAN MAKE SUCH A DIFFERENCE IN A CHILD’S LIFE. SEEING KIDS PLAY BALL WITH NEW EQUIPMENT, COME TO OUR PARK FOR THE FIRST TIME OR MEET A PLAYER IS JUST A MAGICAL MOMENT.”

CURTIS GRANDERSON, DETROIT TIGERS OUTFIELDER



DETROIT TIGERS FOUNDATION

Off the field, the Detroit Tigers players, their wives, staff and fans are busy nurturing their hometown of Detroit and surrounding areas through the Detroit Tigers Foundation, an affiliate of Ilitch Charities. Since its inception in 2005, the Detroit Tigers Foundation has given away over \$3 million in grants, Tigers tickets and scholarships to enhance lives through the game of baseball.

Thousands of children in need experience their first baseball game at Comerica Park each year. Youth baseball fields weathered by time and financial hardships are restored, underprivileged students get scholarships to pursue their college dreams, and children at several inner-city baseball programs get the equipment they need to play ball.

“WHEN I WALK INTO CHILDREN’S HOSPITAL, I’M ALWAYS IMPRESSED BY HOW BRAVE THESE KIDS ARE... THEY’RE THE REAL HEROES. KNOWING I COULD INSPIRE THEM TO KEEP ON FIGHTING IS SO HUMBLING.”
NICKLAS LIDSTROM, DETROIT RED WINGS TEAM CAPTAIN



Left
Red Wings players and Head Coach Mike Babcock make a wish come true for a special patient at Children’s Hospital of Michigan.

Center
Kids can put aside their worries while they wait to see their doctor at the “Red Wings Play Zone” at Children’s Hospital of Michigan.

Right
Red Wings player Kirk Maltby spreads holiday cheer by helping to raise funds for the Salvation Army’s annual Red Kettle Campaign.

DETROIT RED WINGS FOUNDATION

Through the generosity of players, management and fans, the Detroit Red Wings Foundation and community relations department raise more than \$750,000 annually to support charitable causes and enhance lives through the sport of hockey.

The foundation, an affiliate of Ilitch Charities, opened “The Red Wings Play Zone,” a hockey rink themed play area in the lobby of Children’s Hospital of Michigan in Detroit. Team members make an annual holiday visit to the hospital to spend an afternoon with young patients and their families.

A \$22,000 grant benefited “Hockey in the Hood,” a tournament that brings hockey to disadvantaged inner-city youth and teaches the life principles of work ethic, discipline and teamwork.

Throughout the year, the Red Wings support numerous community groups and other worthwhile causes, holding collections for smoke detectors, toys, clothing and food for the less fortunate.



“TRAVELING THE COUNTRY IN THE LITTLE CAESARS LOVE KITCHEN HAS REALLY OPENED MY EYES TO THE NEED IN OUR COMMUNITIES. A HOT PIZZA MEAL CAN REALLY MAKE A DIFFERENCE AND I’M PROUD TO BE PART OF A COMPANY THAT BELIEVES IN GIVING BACK.”

DOUG RUTHVEN, LITTLE CAESARS LOVE KITCHEN ROAD MANAGER



Top left

The Little Caesars Love Kitchen was created to provide quality meals to people in need. Little Caesars corporate colleagues, Little Caesars franchisees and staff at Blue Line Foodservice Distribution, a foodservice distribution company owned by Michael and Marian Ilitch, work together to operate the Love Kitchen.

Left

Little Caesars franchisees Jared Beal and Mark Payne, pictured with Massachusetts resident David Lewis, made a difference by bringing the Little Caesars Love Kitchen to the Emmaus House Safe Haven in the city of Haverhill.

Center

Doug Ruthven, Little Caesars Love Kitchen road manager, prepares pizzas in the Love Kitchen.

Right

Little Caesars President Dave Scrivano serves pizza slices from the Little Caesars Love Kitchen.



LITTLE CAESARS LOVE KITCHEN

A big rig pizza kitchen on wheels, the Little Caesars Love Kitchen travels across the United States and Canada, meeting the needs of the hungry, the homeless and disaster survivors.

The Love Kitchen has fed two million people in 48 states and three Canadian provinces since it was established by Little Caesars in 1985. It has also responded to disasters such as the 2005 hurricanes in the Gulf Coast, the site of the World Trade Center attacks on September 11, 2001, and the 1995 Federal Building bombing in Oklahoma City.

LITTLE CAESARS YOUTH HOCKEY

Shortly after founding Little Caesars in 1959, Mike and Marian Ilitch sponsored a local boys hockey team. This blossomed into two of the country's most respected youth hockey programs – the Little Caesars Amateur Hockey League and the Little Caesars AAA Hockey program. Today, nearly 15,000 male and female athletes across the Midwest participate.

Thousands of Little Caesars youth hockey players have moved on to play collegiate hockey and more than 100 have played in the National Hockey League. Even more important, tens of thousands of youth have developed character on and off the ice through the sport of hockey. Each year, Ilitch Charities awards players from these programs \$20,000 in college scholarships to pursue their educational and athletic goals.

Top left

Talented Little Caesars youth hockey players who excel in the classroom are awarded scholarships to the college or university of their choice. The scholarship winners are honored at a luncheon where they spend time with Detroit Red Wings players, management and staff, as well as the Ilitch Charities board of directors.

Bottom left

Scholarship honorees discuss their hockey careers with Detroit Red Wings Vice President Steve Yzerman.

Right

Expert instruction, discipline and positive feedback from outstanding coaches help develop and prepare Little Caesars youth hockey players for future careers on or off the ice.



"IT'S NOT JUST ABOUT THE GAME. IT'S ABOUT SELF ESTEEM, DISCIPLINE AND TEAMWORK. KIDS COME INTO OUR PROGRAM UNSURE OF THEIR SKILLS AND ABILITIES, AND WALK OFF THE ICE AS LEADERS."

LITTLE CAESARS AAA MIDGET MINOR COACH CRAIG FURSTENAU



"I'M SO PROUD TO HAVE INSPIRED THE LITTLE CAESARS VETERANS PROGRAM. THE BEST THING WE CAN DO IS SHOW OTHER VETERANS, PARTICULARLY THOSE WHO ARE INJURED, WHAT'S OUT THERE FOR THEM. ONE OPTION IS THE LITTLE CAESARS VETERANS PROGRAM, WHICH HELPS VETERANS APPLY THEIR SKILLS TO BECOMING ENTREPRENEURS. MY MESSAGE IS, 'NEVER QUIT.'"

ROBBIE DOUGHTY, LITTLE CAESARS FRANCHISEE AND SERVICE-DISABLED U.S. VETERAN



Bottom left

Six U.S. veterans who were awarded Little Caesars franchise opportunities attend a special three-day training course. Little Caesars President Dave Scrivano meets with the veterans as part of the class.

Top right

U.S. veteran Robbie Doughty is interviewed by reporters at the grand opening of his Little Caesars store in Paducah, Kentucky. A year later, he opened a second Little Caesars franchise in Clarksville, Tennessee.

Center right

All stores opened under the Little Caesars Veterans Program include a special plaque in the lobby designating them as veteran-owned stores. Several U.S. veterans are expected to open Little Caesars franchises in the coming months.

Bottom right

R. James Nicholson, former Secretary of Veterans Affairs, presents Mr. Ilitch with the Secretary's Award, the highest award bestowed upon a private citizen by the United States Department of Veterans Affairs.

LITTLE CAESARS VETERANS PROGRAM

Former Marine Michael Ilitch knows what it's like to face a career transition. After an injury abruptly ended his baseball career, Mr. Ilitch had to determine what was next for his career before ultimately investing his life savings to start Little Caesars Pizza. When Mr. Ilitch read about injured Army Staff Sergeant Robbie Doughty, he was impressed with his attitude and strength of character. After getting to know Robbie, Mr. Ilitch gave him a Little Caesars franchise in his hometown of Paducah, Kentucky, and the opportunity to become an entrepreneur.

Robbie's experience and attitude inspired Mr. Ilitch to create the Little Caesars Veterans Program, which provides veterans with a business opportunity when they transition to civilian life or seek a career change. The program offers honorably discharged service-disabled veterans who qualify as Little Caesars franchisees a benefit of up to \$68,000. Honorably discharged non-service-disabled veterans who qualify as Little Caesars franchisees are eligible for a benefit of \$10,000.



“MOTORCITY CASINO HOTEL HAS HELPED BRING NEW LIFE TO CORKTOWN. THIRTY HOMES WERE BUILT IN THE LAST YEAR, AND NOW NEW LOFTS AND AN ADDITIONAL 20 HOMES WILL BE BUILT THIS YEAR. MOTORCITY IS A GREAT NEIGHBOR.”

TIM MCKAY, EXECUTIVE DIRECTOR, GREATER CORKTOWN DEVELOPMENT CORPORATION



Left

Since the Ilitches moved their businesses to Detroit in 1987, the Fox Theatre was restored, Comerica Park and Ford Field were built, and numerous dining options were added, resulting in a thriving Foxtown area.

Top right

The Wagner Baking Company, well known for the aroma of Wonder Bread it baked for decades, closed in 1985. As part of the MotorCity Casino Hotel expansion, the corner of the building has been fully restored to its original condition circa 1915.

Bottom right

MotorCity Casino Hotel reinvented the Detroit skyline with an illuminated 17-story hotel tower with a curved stainless steel roof inspired by a 1957 Chevy Bel Air. The casino-hotel brings events to Detroit that have economic benefits for the whole region.

COMMUNITY DEVELOPMENT

Mike and Marian Ilitch moved their company headquarters from the suburbs to downtown Detroit in the late 1980s, paving the way for the early rebirth of Detroit and a thriving sports and entertainment district. The vision of the Ilitch companies is to be part of the continued revitalization of our community.

MotorCity Casino Hotel has served as a catalyst for improvement in the historic Corktown neighborhood in downtown Detroit. Since the casino opening in 1999, road improvements, new street lighting, enhanced safety and security and neighborhood beautification projects have been ongoing. The former Wagner Baking Company, an iconic piece of Detroit history, was integrated into the casino design and is once again part of the Detroit landscape.

Work continues on the redevelopment of the Detroit Life Building immediately west of the Fox Theatre, which will provide office and retail space in the Foxtown district. Continually enhancing the beauty and viability of the entire Foxtown neighborhood remains a high priority.



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PEOPLE OF DETROIT
AND ENJOYMENT OF ART

THE DETROIT INSTITUTE OF ARTS

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CORPORATE GIVING

Executives at the Ilitch companies donate their talents to the boards of organizations such as Detroit Renaissance, the Detroit Metro Convention & Visitors Bureau, the YMCA of Metropolitan Detroit, and Winning Futures, to name a few.

The Ilitch companies make a difference through financial contributions, sponsorships and in-kind donations totaling more than \$4.4 million annually to Michigan-based organizations. Our financial contributions helped light the streets of Detroit during the holidays, support the annual fundraising gala for the Detroit Zoological Society and reintroduce Detroit's cultural gem, the Detroit Institute of Arts, after a major renovation.

A six-year transformation at the Detroit Institute of Arts (DIA) included 31,000 square feet of new gallery space, innovative re-installation of its galleries and new features that help visitors make personal connections with the art in the museum. Corporate sponsors such as Ilitch Holdings helped the DIA realize its vision.



LEARN MORE

Ilitch Charities

IlitchCharities.org

Detroit Tigers Foundation

DetroitTigersFoundation.org

Detroit Red Wings Foundation

DetroitRedWings.com

Little Caesars Love Kitchen

LittleCaesars.com

**Little Caesars Amateur
Hockey League**

LCAHL.org

Little Caesars AAA Hockey

LittleCaesarsHockey.com

Little Caesars Veterans Program

LittleCaesars.com

“SOME PEOPLE SAY THAT KINDNESS IS A SIGN OF WEAKNESS. DON'T
LISTEN TO THEM. KINDNESS IS THE GREATEST STRENGTH WE HAVE.”

MICHAEL ILITCH

