

PACKERS GOBBLE UP STAFFORD, LIONS

The Detroit News

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Metro Edition



SPORTS, 1B

Traditions on parade



Steve Perez / The Detroit News

The Distinguished Clown Corps. hands out beads to parade watchers Thursday during the 83rd America's Thanksgiving Parade. This year's event featured seven new floats, and grandstand seats were sold out. Also downtown, more than 12,000 people ran or walked in the Detroit Turkey Trot.

Metro Detroiters took part in traditions Thursday that included the region's parade, Detroit Turkey Trot, Detroit Lions annual game and projects aimed at making the Thanksgiving Day holiday special for those in need.

Along Woodward Avenue, thousands lined the street downtown for America's Thanksgiving Parade, which featured seven new floats and sold-out grandstand seats.

More than 12,000 people ran or walked early in the day at the Detroit Turkey Trot's 5- and 10K courses through downtown. Others ventured to Ford Field for a rare sell-out crowd for the Lions.

And hundreds provided meals to the needy at locations such as the Malcolm X Academy in Detroit.

And as the holiday season officially gets under way, some have begun their shopping by setting up tents outside stores, so they can be first in line for the best deals today.

Lorenzo Harris, 4, of Detroit enjoys a Thanksgiving dinner at Malcolm X Academy. Meals were provided Thursday throughout Detroit.

David Coates
The Detroit News

Elfin romance: One elf proposes marriage to another in parade. 4A



Mich. soldiers prep for Afghanistan

As President Obama prepares to send more troops to Afghanistan, members of the Michigan National Guard and their families prepare themselves for rotation back into the Middle East. Meanwhile, local peace activists say all troops should be withdrawn.

TODAY'S FOCUS, 18A



Dale G. Young / The Detroit News

National Guardsmen train near Waters, Mich., for their deployment.

Digital TV leaves many behind

Five months after the official switch to digital television signals, some viewers are still having trouble pulling in channels.

METRO, 4A

Blunt talk about Iran's nukes

The probe of Iran's nuclear program is at "a dead end" and trust is shrinking, the outgoing head of the International Atomic Energy Agency said.

NATION & WORLD, 19A

Retailers tap into power of social sites

More stores posting deals and coupons on Facebook, Twitter to lure holiday shoppers

BY JACLYN TROP
The Detroit News

Retailers are increasingly using social media to attract buzz and divert shopper dollars from their competitors.

They're tapping Twitter, a micro-blogging site that allows users to broadcast "tweets" of up to 140 characters, and Facebook, a global social networking site, to issue coupons, announce promotions and update shoppers on traffic in stores.

So shoppers looking for door-buster deals or seeking stores with the shortest check-out lines today should consult the Web before visiting brick-and-mortar stores, experts say.

Almost 60 percent of retailers have enhanced their social media pages this year, according to Forrester Research, an online market research firm

based in Cambridge, Mass.

Retailers from Borders to Sears are using these sites to publicize promotions and give consumers an extra incentive to shop and hit stores earlier. These tools have become increasingly important as more and more Americans use them regularly, and they are more cost effective than traditional advertising.

"Things are a lot different than they were 18 or 24 months ago," said Justin Winkelman, a Bloomfield Hills-based social media consultant, noting the growing popularity of social media. "Twitter is primarily a business tool, and it's free. All these companies need is a little sweat equity from someone at their organization" to update

Please see Social, Page 17A

Family struck by tragedy gets support

BY MARK HICKS
The Detroit News

Detroit — With so much loss and hardship in the past year, Murian Payne says it sometimes "seems like the end of the world."

In July, her two oldest sons — Terrence Harris, 21, and Sean Harris, 19 — were killed along with three others when the car they were riding in collided with an oncoming Amtrak train.

Weeks after the funeral, living on one salary and falling behind in bills, her car was repossessed.

The next month, a malfunction sparked a sewage backflow in the basement of her rented home. The lengthy repairs forced Payne, her longtime partner and five children to bounce between motel rooms

and relatives' homes for nearly three weeks — further shaving their savings.

Meanwhile, shut-off notices pile up. And Payne is due to give birth shortly after Christmas, but she fears complications from a medical condition could prompt an early delivery. "It's really hard on me," she said. "It seems like I can't get ahead."

Seeking help for the holidays, Payne recently was referred to Volunteers of America Michigan, a Southfield-based nonprofit human service agency.

Please see Helping, Page 17A



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Index
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