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# News Release

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## **Detroit Metro Airport Karaoke Fundraiser Becomes a Huge Holiday Hit**

*--More than 700 travelers, employees joined in to "Sing Because You Care"*

**DETROIT**—Travelers and employees filled Detroit Metropolitan Airport's (DTW) McNamara Terminal with song this holiday season, raising more than just holiday spirits. The four-day Karaoke fundraiser, "Sing Because You Care", raised \$2655.25 for the local Wayne-Westland Corps of The Salvation Army. The event was organized and hosted by employees of Delta Air Lines and Wayne County Airport Authority.

From Dec. 20-23, more than 700 travelers and employees in the terminal took the stage near the McNamara Terminal's iconic water feature in Concourse A to celebrate the holidays and support a good cause. Performers were asked to contribute at least \$5 per song; some gave much more, while several others contributed while just watching the free entertainment.

"This program came to be by the initiative of local Delta and Airport Authority employees who got together on their own to conceive of and champion an event to benefit both our customers and community," said WCAA CEO Lester Robinson. "We're very proud of these team members, as well as the entire airport community, for making this event such a success."

"Delta is proud to be Detroit's hometown airline, and we are honored to have had this chance to help support the community that has embraced us with open arms," said Andy Zarras, Delta Vice President Airport Customer Service for Detroit.

"When Delta employees first approached a group of Airport Authority employees with the idea for this event, we all agreed that simply paving the way for this kind of activity would be a success in-and-of itself," said Airport Authority Public Affairs Manager Scott Wintner. "By the end of day four, travelers and employees blew past our modest expectations with an outpouring of participation and support. We had singers of all ages and backgrounds and actually discovered we have some incredible talent in this community!"

(more)

The four day event was sprinkled with special appearances by several celebrity participants. Teen superstar Justin Bieber, who was passing through Detroit on his way home to Ontario, hopped-up on stage to perform for the cause. Emerging star vocalist Jonathan Shew of New York City nearly missed his delayed flight home as passers-by kept dropping donations in the collection box to keep him on stage. Local Detroit singer Sharon Jones took time away from the recording studio to sing, and a former American Idol contestant who happened to be passing through DTW added his support with a song as well.

Airport Authority staff also discovered during the event that “Sing Because You Care” had become the topic of conversation on social media networks such as Twitter, where customers passing through the airport would tip-off passengers elsewhere in the terminals to the action. Customers and employees also posted photos and videos of the Karaoke stage taken from their mobile devices and posted them on YouTube within minutes.

“Social media definitely played a role in increasing participation, and ultimately, in the event’s success,” Wintner added.

Select clips from the four day event are available on the Airport’s YouTube channel at [www.youtube.com/flydtw](http://www.youtube.com/flydtw). Photos and video are also available via the Airport’s Facebook page at [www.facebook.com/flydtw](http://www.facebook.com/flydtw). Follow DTW Airport on Twitter @DTWeetin.

Support for “Sing Because You Care” was also provided by The Westin Detroit Metropolitan Airport, Wings Financial and Mr. Joe Scafero.

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