

## YMCA highlights

These YMCA highlights appear courtesy of the Farmington YMCA, 28100 Farmington Road, Farmington Hills. For information, call 553-4020.

### INDOOR SOCCER REGISTRATION

The Farmington Area YMCA will be holding registration for its Indoor Soccer program Oct. 8-13. The program is open to boys and girls in kindergarten through fifth grade. There will be a coaches meeting on Thursday, Oct. 25, at 7 p.m. Practices start the week of Oct. 29. Call the YMCA for additional information.

### FALL II PROGRAM REGISTRATION

Registration for the YMCA's Fall II Programs will be held the week of Oct. 22. The YMCA offers a variety of programs for pre-schoolers, youth, adults and families. Fall II classes begin the week of Nov. 5 and run through the week of Dec. 17. Full privilege members may register on Oct. 22. Program members may register starting on Tuesday, Oct. 23.

### WALK/RUN FOR LIFE — OCT. 27

Join with others in the community for our festive Fun Run/Walk on Oct. 27. Adults, Youth and Families are welcome. Refreshments, door prizes and guest appearances by Willy Y's and McGruff, the crime fighting dog. Interested participants must register at the YMCA by Wed., Oct. 24.

### FIRST AID

The YMCA will be holding a First Aid Class covering the basic skills of First Aid and Adult CPR. Participants will receive First Aid and Adult CPR Certification upon successful completion of the course. The course will be held at the YMCA on Saturday, Oct. 20, from 8 a.m. to 5 p.m. Register in person at the Y.

### SPORTS SAMPLERS

Fourth and fifth grade boys and girls are invited to participate in the YMCA's Sports Sampler program on Oct. 13, 20 and 27. Sports to be offered include racquetball, volleyball and basketball. The program runs from 1:30-2:30 p.m. Register in person at the Y.

## Local PR firm a Best Bets winner

Hermanoff & Associates, a Farmington Hills-based public relations firm, won the 1990 McDonald's Corp. Best Bets Award.

The agency, which represents the Southeastern Michigan McDonald's Operators Association, received the award for the program "Michigan McDonald's Drug Awareness Day: Don't Do Drugs."

The Best Bets Award is given annually, honoring specific categories of outstanding local initiatives created and executed by public relations agencies representing McDonald's. Hermanoff & Associates was one of five agencies across the country to win the award.

Centered around the unprecedented television broadcast of the animated special "Cartoon All-Stars to the Rescue," the winning program involved the more than 300 Michigan McDonald's restaurants in an all-out offensive on the drug war.

Highlights of the program include two public service announcements featuring Gov. James Blanchard, who endorsed the program; viewing parties and anti-substance abuse activities at McDonald's restaurants across the state; and a locally produced half-hour companion program, "The Detroit All-Star Connection," that followed the animated special.

"Cartoon All-Stars to the Rescue" made televi-

sion history as the first non-news program to be simulcast on all U.S. television networks.

In the Detroit area, the animated special and follow-up program were simulcast on WJBK-TV 2, WDIV-TV 4, WKXZ-TV 7, WXON-TV 30, WADL-TV 38, WKBD-TV 56, and CBET-TV 9. Southeastern Michigan was the only market in the country to achieve a one-hour simulcast of drug education programming.

Hermanoff & Associates collaborated on the program with Seyferth & Associates, a Grand Rapids public relations firm that represents the Outstate Michigan McDonald's Operators Association. Both agencies were recognized with the award.

## Winterize with a free car checkup

Motorists can learn if their cars are likely to run trouble-free during the upcoming winter by stopping at AAA Michigan's free Winter Car Care Inspection through Oct. 21 at Tyre Express, 2810 Grand River in Farmington Hills, or Center Tire of Farmington, 23534 Farmington Road, Farmington.

The Winter Car Care Inspection, open to the public, offers a free 12-point checkup designed to help drivers avoid potential cold weather problems.

"This year, in cooperation with

Metro 25 Tire Centers, we have expanded our annual Winter Car Care program in keeping with our commitment to help get motorists through the winter months," said Paul Gillesman, AAA Michigan Emergency Road Service manager.

More than 20,000 Michigan motorists are expected to take advantage of the Winter Car Care Inspections, which will operate daily as a motorist convenience during regular Metro 25 store hours throughout the two-week period. Last year, inspections were held on a one-day basis at

23 locations.

Metro 25, the largest independent tire dealer network in North America, will have its technicians check the following during a 10-minute inspection: belts and hoses, battery terminals, automatic transmission fluid, brake fluid, motor oil, power steering fluid, antifreeze level and strength, windshield washer solvent, air filter element, wiper blades,

lights and directional signals, tire pressure and wear.

Motorists will receive a written analysis of the inspection results along with safety and car-care literature.

For more information, consumers can call AAA Michigan's Customer Service Center at 336-1000 or 1-800-482-5300.



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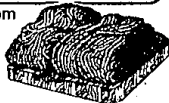


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