



## Walter William Frederiksen

March 4, 1959 - September 24, 2022

Frederiksen, Walter W. September 24, 2022 Age 63

Walt was born in Detroit, MI. He grew up in Inkster before moving to Dryden and graduating Almont High School. He met the love of his life, Jacqueline, in college. They graduated from Oakland University together.

Even as a young boy, Walt had a passion for acting and music that inspired his early radio career. He began working at WRIF as a college intern. Walt's massive charisma and talent quickly resulted in him becoming an on-air weekend personality.

Walt's passion for entertainment led him to achieve an extensive career in advertising. He dedicated almost 30 years to his Little Caesars family, where he was a beloved, valued team member and dear friend. As a Senior Director of Advertising, he became known as "the voice behind Little Caesars." He was revered as an extraordinary storyteller who loved to make people laugh. He felt incredibly privileged to have worked on many radio, print, and national television ads over his long career, but was especially proud of the meaningful relationships that transcended the work, building friendships that deeply enriched his life.

Those who knew Walt understood his deep knowledge and love of music. His

appreciation spanned many genres, as well as collecting and playing guitars. He was a frequent concert attendee and entertainment aficionado. His energetic spirit translated into the love and care he poured into his family. He spent most Sundays golfing with his father and two sons. His selfless nature ensured that being the most loving father, brother, husband and son always remained his most impressive talent of all. He never hesitated to share abundant love and kindness, and he left a lasting impact on everyone he met. Despite many years battling chronic illness, Walt always persevered with unmatched optimism, humor and drive. It never defined him or slowed him down. He will forever be cherished for his deep love and devotion toward his family and friends.

Walt is survived by his beloved wife Jacqui. Dear father of Dane (Sarah) and Austin. Loving son of Walter (the late Lillian). Brother of Susan, and Donna (Andy) David. Uncle of Kelly (Kohl) Bechtel, Maria (Dustin Burch) David, Monica (Danny) Pulver, Ashley (Rodney) Sultini, Clint (Tara Radlick) McDonald, and Kyle McDonald. Walt is also remembered by his brother-in-law Craig (Jackie) McDonald.

Funeral services will be private. A public celebration of life will be scheduled in the near future. Please look to this site for further details. Memorial tributes to the National Kidney Foundation of Michigan, Inc. are welcome. Please feel free to share memories with the family at their "On-Line Guest Book" at [WujekCalcaterra.com](http://WujekCalcaterra.com)

# Tribute Wall

MK

“Walt we had so much fun this day doing the Little Caesars media drop for the roll out of the Pretzel crust you were in your glory sharing old stories with Jim Johnson from back in the day! I was honored you came along with me to do this! We ROCKED it out and were a BIG hit with all the DJ's! I can still hear you say " MEEEECHELLE " every time you saw me in the office. You were so kind when my husband Johnny passed away and always shared such great concert stories. You were truly one of a kind!



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**Michelle King** - November 09, 2022 at 08:46 AM

JW

“Jacqui, Dane and Austin...today I found out my good friend has left us. He brightened every day that I spoke to him and I will cherish the memories we had together for the rest of my days.

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**Jeff Wong** - October 16, 2022 at 02:11 PM

CB

“I will always miss Walt. He has been in my life since we bonded in high school. He is the only friend who has remained in my life from that time. His natural joy and enthusiasm for life, Jacqui and sons, work, and music will always be how I remember him. And I will always remember him. I will hold his beloved family in the light.  
Love from Carol Taylor

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**Carol (Taylor) Beinish** - October 09, 2022 at 03:54 PM

LB

“ I am so very sorry to hear about Walt’s passing. We were in the same Almont graduation class. I will always remember how much he could make us laugh, his larger than life personality and his many voices! (perfect imitation of our teacher Mr. Bill) My deepest condolences and prayers for Walt’s family.

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**Laura Bassier** - October 06, 2022 at 05:09 PM

CP

“ Jacqui, my heart breaks for you. Please know that I am thinking of you and your family during this time. Much love, Connie Plotkowski  
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**Connie Plotkowski** - October 05, 2022 at 07:17 PM

MR

“ To a dear family friend. Your wonderful husband and Dad leaves a huge gap in this world, a very special man, who was always the same no matter what! Jacqui this is such heartbreaking news, take care love, Walt is gone too soon. Much love always Jacqui, Auntie Mina 🌸

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**Mina Rigler** - October 02, 2022 at 01:13 PM

LW

“ Walt was one of the coolest people I ever had the pleasure of meeting, and the joy of working with. His personality was positively infectious and it was impossible to not smile and laugh when he was around. I appreciated every interaction with him and Jacqui as they were always so incredibly nice, caring, warm and fun. It was my absolute pleasure to know him and he will be missed. Love and hugs to the family.

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**Lynn Wood** - October 01, 2022 at 06:29 PM



Jennifer Arapoff

“ *Walt was one of the kindest, funniest, most pleasant people I've ever know. He loved his family fiercely and was so generous with his friendships. I will miss discussing music, family, advertising, and all of life's great mysteries with him. Rest In Peace.* ”

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**Jennifer Arapoff** - September 30, 2022 at 01:16 PM

KO

“ *"I am a Legend in my own mind and a Pressure to be with". My heart is aching for Jackie and the boys who Walt loved with everything he had and talked about often. He will be truly missed. With Love, Kohrane "Purple" Hayes (as he called me) :-)* ”

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**Kohrane** - September 29, 2022 at 01:56 PM

DE

“ *From Dan Evans - I had the privilege of working with Walt for many years on the TV commercials he created for Little Caesars. His booming laugh still rings clear in my mind's ear. In my eyes, he was passionate, funny, warm, open-hearted and a musical encyclopedia. I read of his passing this morning. My most sincere condolences to Jacqui - he always blushed at the mention of your name - and his boys Dane and Austin and their families. Gone too soon, Walt. Rest in Peace.* ”

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**Dan Evans** - September 29, 2022 at 01:32 PM



“ *Full Of Love Bouquet was purchased for the family of Walter William Frederiksen.* ”



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September 29, 2022 at 10:30 AM

MS

“ Sue,

*I am so sorry for your lost. I will keep you and your family in my prayers.*

*Mark Sosnowski*

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**Mark Sosnowski** - September 28, 2022 at 12:49 PM

LM

“ *I am so sorry for your family. Seems like only yesterday, Buddy, Susan and Donna at the backyard fence. Happy accordion music in the air. Love to you all. Linda Griffin Morrison*

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**Linda Morrison** - September 26, 2022 at 06:50 PM

TC

“ *I am devastated to see this! You always made us laugh! Best friend and nieghbor. My condolences to your family* ❤️

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**Tammy Gilliam Chisholm** - September 26, 2022 at 04:48 PM

MR

*To a dear family friend, Jaqqui and family. Your wonderful husband and Dad leaves a huge gap in this world, a very special man, who was always the same no matter what. Much love always Jacqui, Auntie Mina* 🌸

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**Mina Rigler** - September 29, 2022 at 01:00 PM

JG

*Walt was a sweet kind nice guy. He always had a smile for everyone. He will be missed by many.*

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**Jan Goldstein** - September 29, 2022 at 05:38 PM

PH

*So sorry to hear of your husbands passing Jacqui. May the good lord bless you and your family during this sorrowful time and give you the strength to get through it.*

*Pat Hoffman*

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**Patricia Hoffman** - September 29, 2022 at 08:43 PM