

CONTACT:
Denise O'Handley
denise@wkprchicago.com
847-424-1200

The Magnificent Mile®

NORTH MICHIGAN AVENUE • CHICAGO USA

**SLEIGH FULL OF EVENTS, GIVEAWAYS AND DEALS OFFERED
AS PART OF THE MAGNIFICENT MILE LIGHTS FESTIVAL®
PRESENTED BY HARRIS**

*Many North Michigan Avenue stores, hotels and restaurants offer
budget-friendly discounts and promotions
Saturday, November 21 and Sunday, November 22*

CHICAGO –The Magnificent Mile Lights Festival® presented by Harris gives shoppers a sleigh full of holiday cheer this season with many of its world class North Michigan Avenue retailers, hotels and restaurants offering a variety of discounts, promotions, gifts with purchase and special holiday events.

The Magnificent Mile® will be decked out for the holidays beginning November 21, when the much anticipated annual Magnificent Mile Lights Festival presented by Harris kicks off a weekend of family-friendly activities. Most retailers will begin their extended holiday hours this weekend with some opening as early as 8 am and closing at 10 pm on designated dates.

Below is a list of select promotions and events offered by Magnificent Mile businesses. Visit www.themagnificentmile.com for a complete list of special holiday offers.

RETAIL OFFERS

The 900 Shops

900 N. Michigan Avenue, (312) 915-3916

www.shop900.com

November 21 – December 24

900 Holiday Happenings

The 900 Shops feature a 40 ft. Christmas tree, a naturally bearded Santa available for visits seven days a week, a complimentary coat check and the chance to win a shopping spree.

American Girl Place

835 N. Michigan Avenue, (312) 943-9400

www.americangirl.com/stores

November 11 – December 31

Special Offer Only In Stores

Bring home the American Girl Place Holiday Sweater Set for only \$16 with a \$50 purchase.

Bloomingdale's

900 N. Michigan Avenue, (312) 440-4596

www.bloomingdales.com

November 1 – December 31

Special Gift with Purchase

Stop by the first floor visitor's desk to receive a complimentary gift with your Bloomingdale's receipts totaling \$100 or more.

Chiaroscuro

Water Tower Place, 2nd level, (312) 988-9253

www.chiaroart.com

November 21

Holiday Event

Local artist trunk show featuring affordable hand painted holiday items including personalized family ornaments while you wait, and beautiful one-of-a-kind "Santa" paintings and home accessories for the season. Free gift for all kids; no purchase necessary.

Genevieve Lethu

900 N. Michigan Avenue, (312) 423-9948

www.genevievelethuusa.com

November 21 – December 24

Holiday Gift with Purchase

Free Genevieve Lethu shopping bag with a \$100 purchase.

H2O Plus

600 N. Michigan Avenue, (312) 397-1243

www.h2oplus.com

November 1 – December 31

Shop and Save

\$10 off any \$30 purchase

Water Tower Place

835 N. Michigan Avenue, (312) 440-3166

www.shopwatertowerplace.com

November 1 – December 31

Premier Perks Special Offer

Present your Magnificent Mile Holiday Activity Guide available at the lobby desk along with an out of area driver's license, hotel room key, convention badge or passport at our Concierge Desk in the Michigan Avenue Lobby to receive complimentary *Premier Perks*, which will provide you with incredible savings and incentives throughout Water Tower Place, plus a signature gift with minimum purchase and many more, there are special savings at everyone's favorite stores!

November 21 – November 22

Special Gift

Visit the Concierge Desk in the Michigan Avenue Lobby and receive a complimentary holiday autograph book filled with coloring pages, available to the first 1,000 visitors. * While supplies last.

ENTERTAINMENT

Chicago Chocolate Tours

900 N. Michigan Avenue, (312) 929-2939

www.chicagochocolatetours.com

November 1 – December 31

Bright Lights, Free Hot Chocolate, and Free Goody Bag

Receive free hot chocolate and a holiday goody bag on a special holiday edition of Chicago Chocolate Tours. Visit a variety of chocolate shops and cafes on the guided walking and tasting tour, and enjoy the sweetest tour in town.

Chicago Trolley & Double Decker Co.

401 N. Michigan Avenue, (773) 648-5000

www.chicagotrolley.com

November 1 – December 31

Free Popcorn & Free Hershey Bar

Enjoy the sights and sounds of Chicago from a famous Chicago Trolley or Double Decker bus. Free Garrett Popcorn and Hershey Bar for all ticketed passengers.

John Hancock Observatory

875 N. Michigan Avenue, 94th Floor, (888) 875-8439

www.hancockobservatory.com

November 1 - December 31

Santa's Winter Wonderland More than a Thousand Feet Up

There is no better way to celebrate the holidays than for free from a thousand feet up! During November and December, receive one free youth admission (3-11 years-old) per full-fare paying adult. Visit [HancockObservatory.com](http:// HancockObservatory.com) for a complete list of Winter Wonderland events.

Wendella Boats

400 N. Michigan Avenue, (312) 337-1446

www.wendellanboats.com

November 21, 5:30-7 p.m.

Magnificent Mile Lights Festival Fireworks Cruise

The decorated m/v Wendella will cruise down the river for a short, but in-depth tour of the city's architecture along with stories and music. Then we will take affront row seat for the fireworks show. Complimentary cookies and hot chocolate offered.

November 21 – 22

Complimentary Hot Cocoa and Cookies

Free hot chocolate with boat tour ticket purchase. Offer good for a Chicago River Architecture Tour or Lake and River Tour.

HOTEL DEALS

The Blackstone, A Chicago Renaissance Hotel

636 S. Michigan Avenue, (800) 228-9290

www.marriott.com

November 1 – December 31

Macy's Shopping Package

Experience two of the most beloved treasures in Chicago, Macy's and the legendary Blackstone Hotel. Package includes: overnight accommodations, upgrade to view room, \$50 Macy's gift card, and State Street shopping just blocks from The Blackstone!

Chicago Marriott Downtown Magnificent Mile

540 N. Michigan Avenue, (800) 228-9290

www.marriott.com

November 1 – December 15

The Shops at North Bridge Shopping Package

Experience an enticing mix of 50 world-class shops including A/X Armani Exchange, BOSS Hugo Boss, Harley-Davidson, Sephora, The LEGO Store, Nordstrom and more. The Shops at North Bridge Shopping package includes: overnight accommodations, breakfast for two, \$50 American Express gift card and Shopping & Dining Visitor Rewards.

Hard Rock Hotel Chicago

230 N. Michigan Avenue, (312) 345-1000

www.hardrockhotelchicago.com

November 1 – December 31

Hard Rock for the Holidays Package

Guests booking the “Hard Rock for the Holidays” package are treated to a \$50 Macy’s gift card and a slew of in-room treats, including, Garrett’s Popcorn and gourmet hot chocolate.

Intercontinental Chicago

505 N. Michigan Avenue, (312) 944-4100

www.icchicagohotel.com

November 1 – December 31

Magnificent Mile Shopping Package

Explore the city’s famed Magnificent Mile where you can browse countless department stores. Book during this holiday season and enjoy spending a \$50 Magnificent Mile gift card, \$15 Starbucks gift card and a complimentary breakfast for two.

RESTAURANT SPECIALS

Café Spiaggia

980 N. Michigan Avenue, (312) 280-2750

www.spiaggiarestaurant.com

November 21 – November 22

Free Gelati or Sorbetti Trio with Purchase of Entrée

Enjoy a complimentary Gelati or Sorbetti Trio with the purchase of an entrée.

Frankie’s Scaloppine

900 N. Michigan Avenue, (312) 266-2500

www.frankieschicago.com

November 21

\$10 Gift Certificate Promotion

Guests will receive a \$10 gift certificate when they spend \$50 or more at Frankie’s Scaloppine.

The Omni Hotel

676 N. Michigan Avenue, (312) 944-7676

www.676restaurant.com, www.omnihotels.com

November 21

Lighting of the Avenue in 676

Join 676 Restaurant and Bar as we celebrate the “Lighting on the Avenue” on Saturday, November 21 between the hours of 5 – 8 pm with spectacular views of the The Magnificent Mile Lights Festival presented by Harris procession. This year restaurant selections include a seasonal buffet for \$64 per person and children-friendly offerings for \$19 per person. After the procession, beginning at 8 pm, warm up in the hotel with a complimentary cup of hot chocolate for the kids

and half priced bottles of our sommelier's choice of selected wine or champagne for the "kids at heart".

Wow Bao

835 N. Michigan Avenue, Water Tower Place (312) 642-5888

www.wowbao.com

November 21 - 22

Free Hot Cup of Tea

More than just hot Asian buns, Lettuce Entertain You's Wow Bao. is giving away a free cup of Hot Ginger Tea with every purchase of \$5 or more. Located just inside the main entrance of Water Tower Place, Wow Bao features steamed Asian buns, rice bowls and salads.

###