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*******MEDIA ALERT*******

**MICKEY MOUSE, SANTA CLAUS, PLAIN WHITE T'S,
ASHLEY GREENE OF "TWILIGHT," MITCHEL MUSSO OF
"HANNAH MONTANA," AND TONY ESPOSITO OF THE
BLACKHAWKS AMONG THE CELEBRITY LINE-UP TO
APPEAR AT THE
18TH ANNUAL MAGNIFICENT MILE LIGHTS FESTIVAL[®]
PRESENTED BY HARRIS**

**SATURDAY, NOVEMBER 21
ENTERTAINMENT BEGINS AT 11 AM
PROCESSION BEGINS AT 5:30 PM
NORTH MICHIGAN AVE**

WHO: Numerous entertainers, celebrities and beloved Disney characters, 800 volunteers and an anticipated one million spectators...

WHAT: ...will gather to mark the official start of the 2009 Holiday Season at the 18th Annual Magnificent Mile Lights Festival Presented by Harris.

The event begins at 11 am with entertainment on the Harris Stage and family-friendly activities in Lights Festival Lane. The event will culminate with the highly anticipated procession featuring more than 30 floats, marching bands and other performers, and Mickey Mouse from Disney Parks as the grand marshal who will illuminate more than one million lights on 200 trees along The Magnificent Mile. The procession will conclude with a spectacular fireworks display along the river.

WHERE: *Lights Festival Lane:* Pioneer Court, 401 N. Michigan Ave.
Lighting Procession: North Michigan Avenue, from Oak Street to

Wacker Drive.

WHEN: **11 am – 5 pm:** Lights Festival Lane open
5:30 pm: The Magnificent Mile Lights Festival presented by Harris lighting procession begins
6:55 pm: Fireworks display over the Chicago River at Michigan Avenue and Wacker Drive

PHOTO OPPORTUNITIES:

- **11 am – 4 pm:** Entertainment on the Harris Stage at Pioneer Court
 - 11:00 a.m. - Justin Roberts and the Not Ready for Naptime Players
 - 11:45 a.m.- The NOGgeler Guuggenmusig performs on Pioneer Court
 - 12:15 p.m. - Ralph's World
 - 1:30 p.m. - The Radio Disney Road Crew
 - 2:00 p.m. - Mitchel Musso presented by Radio Disney
 - 3:00 p.m. - Plain White T's presented by 101.9fm THE MIX
- Photo opportunities available in front of the Harris Stage (risers will be provided)
- **11 am – 4 pm:** Culinary demonstrations at the North end of Hancock Plaza at The Culinary Pavilion
 - Watch culinary demonstrations and enjoy tastings on the hour by five of Chicago's top chefs, including Patrick Sheerin of The Signature Room at the 95th
- **1- 1:30 pm:** NOGgeler Guuggenmusig from Lucerne at the Doubletree Chicago, 300 E. Ohio
 - Watch a special live performance by the famous NOGgeler Guuggenmusig from Lucerne in the festive Peppermint Bar in the hotel lobby created with real confection by culinary students of the The Illinois Institute of Art -Chicago
 - **4 – 5 pm:** Dearborn and Walton (Cameras only; there will not be parking available for media vans)
 - Behind-the-scenes look at the pre-procession activity featuring interview opportunities with the celebrities riding on the Harris "Hometown Heroes" float, such as Tony Esposito of the Blackhawks.
 - Capture the behind-the-scenes activity and talk to the high school marching bands performing for the first time ever in the procession

- See the final touches being put on some of the floats and talk to representatives of the city's top float builder, Chicago Scenic Studios
- **4:30 – 5 pm:** “Twilight” star Ashley Greene will be available for interviews at the procession line-up area at Dearborn and Walton
 - Greene will ride on The Magnificent Mile float
- **5:30 pm:** The Magnificent Mile Lights Festival Presented by Harris procession begins on North Michigan Avenue at Oak Street.
- **6:55 pm:** Fireworks display over the Chicago River at Michigan Avenue and Wacker Drive.

INTERVIEW OPPORTUNITIES:

- Jennifer Woolford, senior vice president of marketing and communications for Merchandise Mart Properties, Inc. and Chairperson of The Magnificent Mile Lights Festival presented by Harris
- Justine Fedak, senior vice president and head of marketing and customer strategies for Harris, the presenting sponsor for The Magnificent Mile Lights Festival
- John Chikow, president and CEO of The Greater North Michigan Avenue Association (GNMAA)
- George Markoutsas of Landscape Concepts, the company that is in charge of hanging one million lights along The Magnificent Mile
- Ross Hamilton, Senior Vice Project Manager of Chicago Scenic Studios, producer of several procession vehicles for The Magnificent Mile Lights Festival presented by Harris

EDITOR’S NOTES:

- Media check in and press kits available at the Information Booth in Pioneer Court
- To pre-arrange interviews or other photo opportunities, please contact Denise O'Handley
- Additional information about this year's Magnificent Mile Lights Festival presented by Harris on Saturday, November 21 and high resolution images of the event available at www.themagnificentmile.com

The Greater North Michigan Avenue Association (GNMAA)

Organizer of The Magnificent Mile Lights Festival®, GNMAA is a private, non-profit membership organization with a mission of preserving, promoting, and enhancing one of Chicago's most unique neighborhoods. Its 810 members include real estate properties, retailer, hotels, entertainment establishments and institutional and residential properties.

About Harris, Presenting Sponsor of The Magnificent Mile Lights Festival®

Harris® is an integrated financial service organization providing more than 1.2 million personal, business and corporate clients with banking, lending, investing, and wealth management solutions. The organization is a member of the BMO Financial Group (NYSE, TSX: BMO), which also provides corporate and investment banking services in the U.S. under the BMO Capital Markets name.

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About Walt Disney Parks and Resorts

Walt Disney Parks and Resorts are where dreams come true. More than 50 years ago, Walt Disney created a new kind of entertainment families could experience together, immersed in detailed atmospheres and vibrant storytelling. His vision now includes a collection of five of the world's leading family vacation destinations – Disneyland Resort, Anaheim, Calif.; Walt Disney World Resort, Lake Buena Vista, Fla.; Tokyo Disney Resort, Urayasu, Chiba, Japan; Disneyland Resort Paris, Marne-la-Vallée, France; and Hong Kong Disneyland Resort, Lantau Island, Hong Kong, China. In addition, Walt Disney Parks and Resorts includes the world-class Disney Cruise Line; Disney Vacation Club, with nine resorts and more than 420,000 members; Adventures by Disney, a guided group vacation experience to some of the world's most popular destinations; Disney Regional Entertainment, which operates the ESPN Zone dining and entertainment centers; the World of Disney stores; and Walt Disney Imagineering, which creates and designs all Disney parks, resorts and attractions. For more information and images, please visit www.disneyparks.com.

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