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The Magnificent Mile®

NORTH MICHIGAN AVENUE • CHICAGO USA

ONE OF THE NATION'S LARGEST HOLIDAY EVENTS BOASTS A STAR-STUDED WEEKEND OF FESTIVITIES

Chicago's Magnificent Mile Lights Festival® Presented by Harris kicks off the 2009 Holiday Season, November 21-22

Plain White T's, Mitchel Musso of Disney Channel's "Hannah Montana," and Deborah Roberts of ABC's "20/20" and "Good Morning America", and Ashley Greene of Twilight among those in the celebrity line-up

WHO: The 18th Annual Magnificent Mile Lights Festival® Presented by Harris...

WHAT: ... will mark the official start of the 2009 Holiday Season with more than one million people traveling from all over the U.S. to enjoy a weekend filled with free holiday activities along the world class Magnificent Mile®. Offering something for everyone, the event will feature a variety of celebrity entertainers, appearances by beloved Disney characters, interactive booths and a mile filled with holiday offers at North Michigan Avenue's famous shops, restaurants and hotels.

The Magnificent Mile Lights Festival Presented by Harris procession will commence on Saturday, November 21 at 5:30 p.m. The procession will feature more than 30 spectacular floats, marching bands and other performers, with Mickey Mouse from Disney Parks as the grand marshal who will illuminate more than one million lights on 200 trees along The Magnificent Mile.

Deborah Roberts of ABC's "20/20" and Good Morning America will be among the hosts of an hour-long nationally televised ABC 7

Chicago special on The Magnificent Mile that will air on Saturday, November 21 from 6-7 pm CST. In addition to showing highlights of the day's entertainment and the entire procession, special celebrity greetings will also be featured as part of the program.

This year's Magnificent Mile Lights Festival Presented by Harris also marks the launch of the first annual *The Extra Mile: Acts of Kindness to Start the Holiday Season* program. The program allows patrons of participating shops, restaurants and hotels to give to a variety of local, regional and national charity organizations through a host of day-long activities and deals. For a complete list of participants, visit www.themagnificentmile.com.

Event highlights include:

- Lights Festival Lane, an interactive, holiday wonderland on Pioneer Court (401 N. Michigan Avenue).
- A festive Culinary Pavilion brought to you by The Signature Room at the 95th, which includes demonstrations by several area restaurants like The Signature Room at the 95th and MARKETHOUSE.
- Musical performances on the Harris Stage from 11 am – 5 pm featuring Justin Roberts and the Not Ready for Naptime Players, Ralph's World, Radio Disney AM 1300 Road Crew, **Mitchel Musso** presented by Radio Disney and the **Plain White T's** presented by 101.9 FM THE MIX.
- Procession floats featuring Mickey Mouse and his pals from Disney Parks. There will also be giant holiday-themed balloons, along with a variety of performers including the famous NOGgeler Guuggenmusig from Lucerne, Switzerland and numerous marching bands. Ashley Greene of Twilight and Tony Esposito of the Chicago Blackhawks will be among several of the celebrities appearing in the lighting procession. The procession culminates with Santa's arrival. A spectacular fireworks display marks the grand finale.

For a complete schedule and a list of activities and holiday offers, visit www.themagnificentmile.com.

Become a fan of The Magnificent Mile Lights Festival Presented by Harris on facebook and follow real-time event updates and special deals on twitter at www.twitter.com/Lightmymile

WHERE: One of the Great Avenues of the World...

North Michigan Avenue, Chicago, IL

WHEN: *Friday, November 20*

Guests can settle in and begin to take advantage of all of the hotel, restaurant and retail holiday deals and offers listed in The Magnificent Mile Holiday Activity Guide. The guide will be available on site and is also available online at www.themagnificentmile.com.

Saturday, November 21

11 am – 5 pm: Lights Festival Lane at Pioneer Court is open with live entertainment and dozens of family friendly activities.

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.

Sunday, November 22

Day-long shopping and dining deals offered benefiting a variety of charities as part of “The Extra Mile” program.

Editors Note:

High resolution images and more information about The Magnificent Mile Lights Festival® presented by Harris is available at www.themagnificentmile.com.

To prearrange event day interviews and photo opportunities, and for a complete entertainment schedule, contact Denise O'Handley at 847-648-2644.

The Greater North Michigan Avenue Association (GNMAA)

Organizer of The Magnificent Mile Lights Festival® presented by Harris, 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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