

## MEDIA ALERT

### JOHN HANCOCK OBSERVATORY DEDICATES MONTH OF MAY TO BREAST CANCER NETWORK OF STRENGTH

**WHAT:** Showing its support for the Breast Cancer Network of Strength, formerly known as Y-Me National Breast Cancer Organization and a Chicago based national nonprofit organization, John Hancock Observatory honors Moms and women with breast cancer with month-long specials and features that include:

- Turning the Crown of Lights pink for the entire month of May
- Moms are FREE Mother's Day weekend. Purchase tickets for the family (minimum of 3 guests) and Mom is free May 8-10.
- John Hancock Observatory staff dressed in specially branded breast cancer awareness t-shirts, also for sale at the Observatory to support the Network of Strength
- Providing the Walk to Empower participants free admission to the Observatory with their event bib on May 10

**WHEN:** May 2009

**WHY:** **Breast Cancer Network of Strength** is a locally-run, national organization that supports the families and survivors of breast cancer. As a locally-owned and operated Chicago attraction, John Hancock Observatory is committed to building a community of strength and support for its neighbors.

**WHO:** **John Hancock Observatory** is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, and the highest Espresso by Lavazza concept café in the world, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company.

**Breast Cancer Network of Strength**® provides immediate emotional relief through the YourShoes™ 24/7 breast cancer support center staffed by breast cancer survivors, with interpreters in 150 languages. Call 1-800-221-2141 or visit [www.networkofstrength.org](http://www.networkofstrength.org).

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