

FOR IMMEDIATE RELEASE

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JOHN HANCOCK OBSERVATORY'S WINTER WONDERLAND RETURNS BETTER THAN EVER
New Ways for Families to Celebrate More and Spend Less
with a Holiday Season Full of Chicago's Greatest Holiday High

CHICAGO – John Hancock Observatory, consistently ranked as one of Chicago's top attractions, brings back the much anticipated Winter Wonderland this year with a full schedule of jam-packed weekends and new ways to help families save money without sacrificing fun. Families looking for budget-friendly ways to enjoy the holiday season without breaking the bank will not want to miss this year's celebrations at the Observatory, where **Kids Go FREE and get a FREE pass to LEGOLAND Discovery Center every day** with adult admission, and families get a FREE photo with Santa every weekend. The best activities of years past can only be out done by this year's lineup throughout November and December.

"With the economy in mind this year, we have brought new meaning to value by expanding Kids Go Free to every day and adding an exciting new partnership with LEGOLAND Discovery Center," said Daniel Thomas, general manager, John Hancock Observatory. "In a year when family-oriented activities are at the top of everyone's list, we are combining Chicago's best views with the season's best activities for kids from 1 to 92."

Take in breathtaking views of the Windy City's holiday dressings from more than 1,000 feet above The Magnificent Mile[®]. Back again this year is Chicago's largest Christmas tree, the Tree of Lights, in John Hancock Center's Garden Plaza. And, sure to bring a smile to every kid's face, the celebrated Hancock Holiday Mountain Railroad, one of the largest of its kind in the city, takes center stage just inside the doors, back for its 16th year! And, make sure to enjoy the skyline lit up by holiday lights with David Schwimmer as your companion on our *always* FREE multimedia tour by Discovery Audio.

A Weekend High

Every weekend throughout November and December, the Observatory features an even better event that is sure to bring the whole family together. Featuring the most popular events from year's past, the Observatory has pulled out all the stops with a fresh set sure to inspire from young to old and leave lasting memories for years to come:

For more information, contact: Carey Randall
Phone: 312.751.3680 Email: Crandall@hancockobservatory.com



- **November 7, 8 and December 12, 13- Cookie Time!** Come show off your best holiday decorating skills, when you design your own holiday cookies. Complete with all the fixings -- sprinkles, frosting and tasteful goodies -- enjoy your creation at record heights or take them home with you for later.
- **November 14, 15 - America's Next Top Elf** Bring your kids dressed in their best elf costume to walk the Blue Carpet! The winner of America's Next Top Elf will win (4) tickets to meet and greet the Radio Disney artists at the annual Magnificent Mile Lights Festival presented by Harris.
- **November 21, 22 - The World's Highest Coloring Competition** Join us for the world's highest coloring competition. John Hancock Observatory will provide the crayons and a holiday themed pictures -- you just provide the talent and creativity. All completed pictures will be displayed on our Winter Wonderland wall for the duration of the holiday season and the best one will win a FREE birthday party (\$600 value) at John Hancock Observatory!
- **November 28, 29 - Face Painting More than a Thousand Feet Up!** Get decorated before or after your picture with Santa! From Santa and his reindeer to snow flakes and ornaments, come by the Observatory for Chicago's best face painters. We'll have professional face painters from 12pm-2pm.
- **December 5, 6 and 19, 20 - Breakfast with Santa** Experience a magical holiday high more than 1,000 feet in the air with this new tradition as you enjoy breakfast in our award-winning Espresso by Lavazza concept café. And, make sure to get your picture taken with Santa while you are here! We may have Santa for an extra weekend this year, but spots at this great event are filling up fast! Call Andrew (one of Santa's extra special helpers) to reserve your spot at 312.654.5021.
- **December 24 - Pictures with Santa** Santa stops by before making his rounds around the world for an EXCLUSIVE photo opportunity. Get your last minute wish-lists in and smile for a FREE photo.* Come by the Observatory to spend part of your Christmas Eve with Santa.

For more information and terms & conditions on all of our events this holiday season and information to help plan your trip, visit us at www.hancockobservatory.com.

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About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, 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.

About Espression by Lavazza

The new café concept Espression — refers to espresso, the signature Lavazza product, and to the company's tag line "Espress Yourself" — was awarded the 2008 Grand Award for Restaurant Design at the A.R.E. Design Awards. The casually-elegant European-style coffee shops serve exceptional coffee beverages as well as a wide range of delicious, freshly prepared breakfast items, sandwiches, salads, pastries and gelato. Many of the breads, cookies and breakfast items are baked on-site daily. The signature Éspesso™, the coffee you can eat, was named among Time Magazine's best inventions of 2006. The décor is contemporary-chic and the walls have artwork from the annual Lavazza calendars.

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