

FOR IMMEDIATE RELEASE

January 22, 2010

JOHN HANCOCK CENTER PLEDGE'S ITS SKY HIGH SUPPORT FOR HAITI

Crown of Lights to Change Color and Building to Come Together in Solidarity

CHICAGO, IL – Following last week's horrific earthquake in Haiti, John Hancock Observatory and John Hancock Center are pledging their support for the victims by changing the building's iconic Crown of Lights to red and blue, the colors of the Haitian flag. Donation collection for the American Red Cross's ongoing relief efforts is also underway in lobbies throughout the building.

Alongside fellow World Federation of Great Towers co-members, like the CN Tower in Toronto, John Hancock Observatory and its staff are bringing the Chicago and international communities together to keep the life saving humanitarian aid flowing to the region. This is among the first for the landmark structure, as the Crown of Lights historically only changes a few times a year – among them Breast Cancer Awareness Month in October and the Holiday season in December.

"John Hancock Center will literally stand as a bright, shining symbol of support for miles," said Daniel Thomas, general manager, John Hancock Observatory. "The tragedy may have struck inside the Haitian borders, but we, as members of a global community, felt the impact and are attempting to respond to the immense devastation as best as possible."

It is a critical time for relief efforts in Haiti and John Hancock Observatory and Center are trying to keep all eyes on the impoverished island nation. With that in mind, the Observatory has set a fundraising goal of \$10,000 and is encouraging guests to both the Observatory and the Center to donate through collection boxes in the commercial and Observatory lobbies. Guests are also encouraged to text HAITI to 90999 to donate \$10 through mobile efforts by the United States Department of State, which has already raised more than \$10 million. While support is flowing in from all corners of the planet, this truly global relief effort requires the support of the global community.

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. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

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