

FOR IMMEDIATE RELEASE

December 2, 2009

**JOHN HANCOCK OBSERVATORY TAKES HOME A TOP INDUSTRY HONOR**  
*Awarded Best-in-Class Web site and Nods for Three Other Marketing Initiatives  
by the International Association of Amusement Parks and Attractions*

**CHICAGO, IL** – John Hancock Observatory left the International Association of Amusement Parks and Attractions' (IAAPA) annual conference this year with a Brass Ring Award for their Best-in-Class Web site, [www.hancockobservatory.com](http://www.hancockobservatory.com). The Awards, judged by 50 leading marketing and public relations professionals, recognize amusement parks and attractions from around the world in their originality, creativity and excellence in marketing, advertising and public relations. The Observatory was also a close contender finalist for first-place awards celebrating their Integrated Marketing Program, Marketing Collateral and Print Advertisement.

"We are more than honored to be taking home a first-place prize for our innovative Web site, as it continues to prove we are a leader amongst the world's top attractions," said Daniel Thomas, general manager, John Hancock Observatory. "We've made great strides in reintroducing our unique brand over the last 12 months and with the help of The Pond, our award-winning creative consultancy out of New Zealand, we continue to impact how our guests not only see the Observatory, but how they interact with it, as well."

Brass Ring Awards are presented at IAAPA's Annual Conference, which was held in Las Vegas this year on November 16. The Awards are designed to showcase outstanding marketing campaigns that inform, educate, and entertain – all attributes the Observatory took to the next level across all of its marketing and communications channels. And, while only one winner can be chosen for each category, John Hancock Observatory was also recognized as finalists for their Integrated Marketing Program, Marketing Collateral, and Print Advertisement, which only further demonstrates the hard work and dedication of their staff to sharing Chicago with the world.

"Re-branding a well known attraction in such a short time-span was a bit like the elevator ride up 1,000 feet at the Observatory -- incredibly fast, sometimes nerve-wracking and totally exhilarating," said Sue Worthington, partner, The Pond. "The JHO team has been visionary from the start, thinking innovatively about how to access the best international creative talent every step of the way."

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And it paid off. Numerous awards and a 22% rise in visitation in the first six months continue to prove the power of putting Chicago's Best Views into the hands of consumers around the world in a creative and engaging way.

Currently featured on the front page of John Hancock Observatory's Web site all December long, [www.hancockobservatory.com](http://www.hancockobservatory.com) was recently redesigned to give visitors more than just a taste of the holiday season. Winter Wonderland returns this year with a full schedule of jam-packed weekends and new ways to help families save money without sacrificing fun. Families 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 full-fare 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. For more details, check out our award winning Web site.

#### **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](http://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.

#### **About IAAPA**

IAAPA is the premier trade association for the attractions industry worldwide. Founded more than 90 years ago, IAAPA is the largest international trade association for permanently situated amusement facilities and attractions, and is dedicated to the preservation and prosperity of the attractions industry. IAAPA represents more than 4,000 member facilities from 90 countries throughout the world.

#### **About The Pond**

The Pond is a Creative Consultancy consisting of leading consultant writers, strategists, designers, digital people, creative directors and art directors. All senior consultants, based in New Zealand, are internationally recognized brand experts who work in the U.S, Europe and Middle East on some of the world's most high-profile brands. To connect globally with Pond consultants, visit [www.thepond.co.nz](http://www.thepond.co.nz).

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