

FOR IMMEDIATE RELEASE

November 7, 2008

## JOHN HANCOCK OBSERVATORY RINGS IN A JOYOUS NEW LOOK

*Visitors Will Enjoy Holiday Festivities, Discounted Rates, Updated Spaces and New Amenities*

**Chicago – November 7, 2008** – A few months after unveiling extensive refurbishment plans, this winter John Hancock Observatory has even more to celebrate including a full schedule of holiday activities and the opening of the world’s highest Espression by Lavazza Café. Families can enjoy the Observatory’s updated spaces and magnificent views of Chicago’s skyline accompanied by a Discovery Audio multimedia tour narrated by Lookingglass Theatre co-founder David Schwimmer. And for Illinois families looking for budget-friendly holiday activities, kids’ admission is free with every adult each weekend during the months of November and December.\*

“We’re very excited to welcome guests to the newly refurbished Observatory where visitors will be able to enjoy food and beverage at the Espression by Lavazza Café, learn fun facts about Chicago through our multimedia tour and experience all the breath-taking views of our magnificent city,” said Daniel Thomas, general manager, John Hancock Observatory.

### Reaching New Holiday Heights

Every weekend, beginning Saturday, Nov. 15 through Sunday, Dec.21, the observatory will usher in holiday cheer with seasonal décor and merriment for the whole family. Bring the entire family to celebrate the holiday season by enjoying breathtaking views of the city’s holiday lights from 94 stories above the Magnificent Mile®. And to delight the eyes, Chicago’s largest Christmas tree, the Tree of Lights, will be illuminated on Nov. 20. Visitors will also enjoy the Hancock Holiday Mountain Railroad – back for its 15<sup>th</sup> year at the Hancock building. Plus, Santa will be available every weekend from 11 a.m. to 5:30 p.m.

- Nov. 15 – 16: **WLIT Party** – 11:00 a.m. – 1:00 p.m.
  - Join WLIT’s elf team and Edison, the holiday reindeer, as they pass out candy canes, play games and give away prizes

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\* Adult must provide valid Illinois state I.D. to receive discounted child’s admission. Valid for children ages 11 and under.

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- Nov. 22: **The Magnificent Mile Lights Festival® presented by Harris**
  - Head down to Michigan Avenue for the 17<sup>th</sup> annual holiday season kick-off festival – don't miss Santa on John Hancock Observatory's float! Be sure to visit the John Hancock Observatory booth and take a photo with a nine foot Lego® replica of John Hancock Center in partnership with Nokia.
- Nov. 22 – 23: **Cookie Time** – 2:00 p.m. – 4:00 p.m.
  - Take cookie decorating to new heights with help from an apprentice chef at a decorating demonstration and have the opportunity to decorate your own cookies
- Nov. 29 – 30: **America's Next Top Elf** – 3:00 p.m. and 4:00 p.m.
  - Kids can come dressed up this weekend for a competition elf walk down the red carpet.
  - The winner will receive a free birthday party at the Observatory (value of \$800)
- Dec. 6 – 7: **Christmas Food Drive and Coloring Competition**
  - Together with the Greater Chicago Food Depository, John Hancock Observatory will help our neighbors in need. On Dec. 6 and 7 receive \$1 off adult admission for every non-perishable donated (offer is limited to a \$5 discount)
  - Throughout the holiday season, John Hancock Observatory will host a coloring competition. Each entry (one entry per child) has a chance to win a child's birthday party at John Hancock Observatory (value of \$800)
- Dec. 13 – 14: **Meet Rudolph** – 11:00 a.m. – 1:00 p.m.
  - Take your free holiday picture with Santa and his holiday reindeer
- Dec. 20 – 21: **Breakfast with Santa** – 9:00 a.m. – 11:00 a.m.
  - Mr. and Mrs. Claus want to invite kids of all ages up to the new Espressions by Lavazza Café; space is limited, contact Nicole Roberto 312-654-5019 [nroberto@hancockobservatory.com](mailto:nroberto@hancockobservatory.com)

### Espression by Lavazza Café

The Observatory's Espression by Lavazza Café is the second of its kind to open in the U.S., and the highest Lavazza café in the world. Lavazza is known for serving Italy's favorite coffee and food artistry created by celebrity chefs including Ferran Adrià and Moreno Cedroni. The company uses only the finest raw materials and advanced technology to create its world-renowned Espresso™, the coffee you can eat (*TIME* magazine named it one of the best inventions of 2006).

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The new Espression by Lavazza café offers visitors a stylish and fun place to meet friends for creative coffee drinks, delicious made-to-order salads and sandwiches, and freshly baked cookies and desserts. Coffee and treats are served throughout the day as visitors lounge on luxuriously upholstered Italian chairs and enjoy the famous Lavazza Calendar art on the walls.

#### **New Features at the Observatory**

Features of the refurbishment plans begun in July 2008 include: a handheld multimedia “Sky Tour” included in the general admission price and narrated by actor-director David Schwimmer, a concierge desk, enhanced history and children’s areas that provide new entertainment options for kids.

#### **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 is at [www.hancockobservatory.com](http://www.hancockobservatory.com).

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