

KICK OFF THE HOLIDAYS IN STYLE

Visit TheMagnificentMile.com for your chance to win a weekend getaway to The Magnificent Mile, with airfare provided by Southwest Airlines®.

SHARE IN THE HOLIDAY SPIRIT!

We want to know! What do you love at Lights Festival? Follow The Magnificent Mile (@TheMagMile) for the latest event updates.

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LIGHT

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THE MAGNIFICENT MILE
lights festival

2018 MAGNIFICENT MILE
HOLIDAY ACTIVITY GUIDE

THEMAGNIFICENTMILE.COM



SPECIAL HOLIDAY OFFERS

Enjoy exclusive offers and experiences around The Magnificent Mile during your time at Lights Festival and throughout the holiday season!

DYLAN'S CANDY BAR / 663 N. Michigan Avenue, (312) 702-2247

Through November 18

Enjoy 15% off your purchase when you show the Holiday Activity Guide in store.

IMAGICIAN / 205 E. Randolph Street, (312) 334-7777

Ongoing

SAVE 20% to iMagician! The Steve Jobs of Magic is coming to the Harris Theater! Jamie Allan's iMagician fuses magic with technology.

Direct from London's West End, iMagician is Britain's #1 prime time television illusionist. USE CODE: LIGHTS

BEACON TAVERN / 405 N. Wabash Avenue, (312) 956-4426

Beacon Tavern offers rustic dining in a casually-upscale setting steps from the Magnificent Mile in the Wrigley Building walkway. Join us for classic American tavern dishes, hot cocktails, pastries "to-go" and more.

BMO PERKS

BMO Harris Customers enjoy exclusive offers!

AMERICAN WRITERS MUSEUM / 180 N. MICHIGAN AVENUE, (312) 374-8790

November 16 – December 31

BMO Harris Bank customers save 20% off admission when they use their BMO Harris Bank card.

CHICAGO'S FIRST LADY CRUISES / 112 E. WACKER DRIVE, (847) 358-1330

November 16 - 18

Discover Chicago's legendary architecture on the award-winning Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady. Show your BMO Harris card at onboard bar for a complimentary hot chocolate or Corona aboard the 90-minute tour!

COPPER FOX / 155 E. Ontario Street, (312) 255-8505

November 17 – December 30

BMO Harris Bank Customers receive a complimentary order of the famous #16 biscuits with the purchase of an entrée when they use their BMO Harris Bank Card. Reservations are required.

ACCESS MORE SPECIAL OFFERS

WITH THE MAGNIFICENT MILE DIGITAL PASSPORT!

VISIT WWW.THEMAGNIFICENTMILE.COM/LIGHTS2018

AND ENTER CODE "LIGHTS2018"!

The holidays
are brighter
when we
come together.

To make the most of this magical experience, find our BMO Harris Bank Helper Tent at Lights Festival Lane on November 16 & 17, or visit:

bmoharris.com/LightsFestTips

#BMOLightsFest

BMO  **Harris Bank**
THE MAGNIFICENT MILE
lights festival

WHERE YOUR HOLIDAYS BEGIN!

The BMO Harris Bank Magnificent Mile Lights Festival® signals the official start of the holiday season. Join Mickey Mouse and Minnie Mouse and their friends from Walt Disney World® Resort for a magical holiday celebration along N. Michigan Avenue. Witness the spectacular lighting of more than one million lights from Oak Street to Wacker Drive, culminating in a spectacular fireworks show over the Chicago River. We invite you to return to The Magnificent Mile® district throughout the season to create your own holiday memories!

KEY: INFORMATION RESTROOMS PARADE STEP-OFF WHEELCHAIR VIEWING BMO HARRIS BANK HELPER TENT

BEST VIEWING ON EAST SIDE OF STREET



LIGHTS FESTIVAL LANE ACTIVITIES

FRIDAY, NOVEMBER 16, 4:00 - 8:00PM
SATURDAY, NOVEMBER 17, 11:00AM - 4:00PM



DON'T FORGET TO VISIT WITH SANTA CLAUS, PRESENTED BY THE NATIONAL ASSOCIATION OF REALTORS - Professional photography services provided by Wallflower Studios.

BMO HARRIS BANK - Stop by an expanded BMO Kid's Zone tent, featuring face painting with holiday designs and a special fast lane for BMO Harris customers. Stop by with your family and friends to get your photo taken with fun props, which will be printed and available to share via social media. Kids will enjoy a decoration station for their photos too.

ABC7 - Stop by the ABC 7 Chicago booth for some family fun. Our staff will show you how you can download the ABC 7 New App and enter for a chance to win a Spring Break Giveaway. Also, to celebrate 90 years of Mickey Mouse, we are inviting Disney fans to "Share Your Ears" by taking a photo at our booth and upload it to social media. For every photo post using the special hashtag #ShareYourEars, Disney will donate \$5.00 to Make-A-Wish.

AT&T - Don't miss AT&T's Holiday Magic Truck! Whether you're picking up a new phone for a loved one or want to learn how to take advantage of our limited-time offers to make sure your holiday season starts off right! With special prizes and a live performance by Cosmos & Creature (Brandyn Burnette & Molly Moore), it's a taste of holiday magic you don't want to miss.

BLUE BUFFALO - Stop by for samples of formulas for cats and dogs, as well as coupons.

CONNIE'S PIZZA - Join Connie's Pizza and SocialWorks as they celebrate 55 years of Connie's Pizza with a partnership! They will be selling their special "Take a Chance" pizza all weekend, with 100% of the profits made from this pizza will be donated to SocialWorks. SocialWorks will also have merchandise available! Stop by and support a great cause.

CHICAGO FIRE - Get in the game with the Chicago Fire Soccer Club! Visit our booth to spin the Fire prize wheel, receive cool giveaways and enter to win Chicago Fire tickets and merchandise, plus a special visit by Sparky on Saturday! Be sure to ask about the Chicago Fire pop-up store, open inside the Wrigley Building (400 N Michigan Ave.) throughout the holiday season and offering tons of great gifts for soccer fans of all ages.

ELI'S CHEESECAKE - Visit Eli's tent for a complimentary cheesecake slice, which you can decorate yourself with whipped cream and fun candy toppings with students from the Chicago High School for Agricultural Sciences. Bring a non-perishable food donation for the Greater Chicago Food Depository (or donate \$1) and get an additional free slice. Donate \$10 or more, and get a free whole cheesecake to take home!

FRANGO - Visit the Frango Booth in Lights Festival Lane for a complimentary sample of their timeless chocolate confection- the classic Frango Milk Mint.

GARRETT POPCORN - Visit the Garrett Popcorn Shops® booth for a complimentary treat size bag of the Garrett Mix®. The world famous cheddar and caramel popcorn mix. Our secret family recipe of real cheddar cheese and oh-so-sweet buttery caramel will delight your taste buds. Indulge in the sweet and savory flavors of handcrafted happiness- made in Chicago since 1949.

IHEART MEDIA - Stop by to meet Edison, LITE-FM's Holiday Reindeer, and enjoy some on the go snacks with Entenmann's Little Bites and a Sierra Mist - always crisp and refreshing, made with real sugar!

ILLINOIS LOTTERY - Come by the giant pot of gold on Lights Festival Lane for Holiday Instant Tickets, a gift with purchase, a chance to win a dream staycation, Bulls game tickets, or a stocking full of Holiday Instant Tickets!

LAND'S END - We're zipping across the country in our tricked-out Airstream Seagoing™ Duffle to celebrate the holiday season and - more importantly - you, the people who make us, us. Stop by the Lands' End holiday pop up shop to purchase some of our most iconic holiday merchandise, receive fun giveaways, and enter for a chance to win \$10,000 cash and a \$5,000 donation to your favorite charity.

PINE STREET KITCHEN - Pork & Mindy's is a casual spot for creative barbecue from Food Network star, Jeff Mauro. Stop in for a variety of items including 'sangwiches,' 'totty's,' and 'nado's.'

PINK TACO - Pink Taco is excited to take their legendary tacos on the road to Magnificent Mile! Visit their food truck at the festival to enjoy their made-from-scratch tacos, burritos, and all-new Mexican Hot Chocolate.

SHEDD AQUARIUM - Dive into a world of beauty worth saving at Shedd Aquarium's pop-up gallery of Chicago street art, all inspired by the diverse animals of Underwater Beauty, a new special exhibit. Grab a pic and a free reusable straw taking a first step to protect the wildlife that call our oceans, lakes and rivers home.

SOUTHWEST AIRLINES - Visit the Southwest Airlines interactive mural where you can add a splash of color to a growing piece of art. The display will transport you to any one of the tropical destinations, both domestic and international, that Southwest Airlines serves out of Chicago (Midway). Be sure to snap a picture of the mural and share the love.

SUBARU - Stop by the Subaru display to get your photo taken with Mrs. Claus and help yourself to some holiday themed giveaways (while supplies last). Be sure to check out the all-new 2019 Subaru Ascent and Forester vehicles while you're there.

T-MOBILE - Try your luck spinning our prize wheel for a chance at winning special winter giveaways, or charge up your mobile phone at our complimentary charging station. The T-Mobile team will also be on hand with loads of special offers for Lights Festival weekend.

THE GLOW ZONE INC. - Choose from Christmas Lights Bulb Necklaces, Jingle Bell Necklaces, Candy Cane Wands, and Snowflake Wands to help you stand out on The Magnificent Mile! Look for our official carts along the parade route as well, offering Holiday themed light up necklaces and wands with a festive twist.

WGN RADIO - Sample Holiday Flavors and 3.5oz kefir bottles all day. Sign up and win a free Kefir Cookbook and receive a Lifeway giveaway.

WHOLE FOODS - Find the Whole Foods Market holiday heroes all around the festival grounds for your reindeer antlers and \$5 Whole Foods Market promotional card!

BMO HARRIS BANK HELPFUL HINTS

BMO HELPER TENT - Stop by a BMO Helper Tent for information. Local concierges are on-hand to answer your questions. Pick up your complimentary hand warmers* and learn about special BMO Harris Customer Perks. *While supplies last. (Pioneer Court, 401 N. Michigan Avenue).

BEST VIEWS: Remember that Michigan Avenue is less crowded on the east side of the street, especially on the north end of the parade route. The Fireworks Spectacular happens over the DuSable Bridge (formerly Michigan Avenue Bridge) at 6:55PM, so standing along Wacker Drive is a prime place to view the show!

WHEELCHAIR VIEWING: Wheelchair viewing is available by the Plaza of the Americas for the tree-lighting parade and fireworks show. Drop-off area for guests is at the corner of Hubbard Street and Wabash Avenue.

STREET CLOSURES: North Michigan Ave (Oak St to Wacker Dr): Closed to vehicular traffic Saturday, Nov 17, 3:30 – 8:00PM; DuSable Bridge (formerly Michigan Ave Bridge): Closed to pedestrian traffic Saturday, Nov 17, 3:30 – 7:00PM.

THE DUSABLE BRIDGE (formerly Michigan Avenue Bridge) closes as early as 3:30PM on Saturday, November 17. If you want to get to your favorite spot for the tree-lighting parade, be sure to make your way across the bridge before that time!

FIRST AID: If you require emergency medical attention, please call 911.

SCHEDULE OF EVENTS

FRIDAY, NOVEMBER 16

4:00 – 8:00PM: Explore an interactive wonderland of holiday-themed activities at Lights Festival Lane (Pioneer Court, 401 N. Michigan Avenue). Stop by the BMO Kid's Zone, and don't forget to visit with Santa Claus!

For a detailed schedule of events and holiday offers throughout the season, visit TheMagnificentMile.com and follow [@TheMagMile](https://www.facebook.com/TheMagMile) on Facebook, Twitter and Instagram.



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SCHEDULE OF EVENTS

SATURDAY, NOVEMBER 17

11:00AM – 4:00PM: Explore an interactive wonderland of holiday-themed activities at Lights Festival Lane (Pioneer Court, 401 N. Michigan Avenue). Stop by the BMO Kid's Zone, and don't forget to visit with Santa Claus! Live musical performances return to the BMO Harris Bank Stage—plus Meet & Greets with your favorite artists all day!

BMO HARRIS BANK STAGE

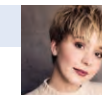


11:30AM: Cailee Rae, sponsored by BMO Harris Bank.

12:30PM: DCapella, sponsored by Entertainment Cruises.

1:30PM: Cozi Zuehlsdorf, sponsored by Southwest Airlines.

2:30PM: Cody Simpson, presented by T-Mobile.



MEET & GREETS



11:00AM: Cody Simpson at the T-Mobile Flagship Store (700 N. Michigan Avenue)

12:00PM: Cailee Rae at the BMO Kid's Zone (Pioneer Court, 401 N. Michigan Avenue)

1:00PM: DCapella at the Meet & Greet Booth (Pioneer Court, 401 N. Michigan Avenue)

2:00PM: Cozi Zuehlsdorf at the Southwest Airlines Booth (Pioneer Court, 401 N. Michigan Avenue)



PARADE ROUTE

AS EARLY AS 3:30PM: DuSable Bridge (formerly Michigan Avenue Bridge) closes to pedestrian traffic.

4:00PM: North Michigan Avenue closes to vehicular traffic between Oak Street and Wacker Drive.

5:30 – 7:30PM: The Lights Festival tree-lighting parade steps onto North Michigan Avenue at Oak Street. Mickey Mouse and Minnie Mouse and their friends from Walt Disney World® travel south down the parade route to Wacker Drive, lighting one million lights along the way!

6:55PM: Lights Festival concludes with a fireworks spectacular over the Chicago River at North Michigan Avenue.

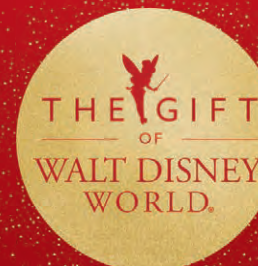
WANT TO ENJOY THE PARADE AGAIN?

The BMO Harris Bank Magnificent Mile Lights Festival will air on ABC7 Chicago on Saturday, November 18 at 6:00PM. Check your local listings for additional air dates across the country!

Walt Disney World



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LANDS' END

A UNIQUE PERSPECTIVE

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