

BMO  Harris Bank
THE MAGNIFICENT MILE

lights festival

2017 MAGNIFICENT MILE
HOLIDAY ACTIVITY GUIDE

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Visit TheMagnificentMile.com
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to The Magnificent Mile, with airfare provided
by Southwest Airlines®.

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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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SPECIAL HOLIDAY OFFERS

'Tis the season to learn why The Magnificent Mile is Chicago's premier destination!
Enjoy special offers and holiday happenings at select businesses around the district!

CHICAGO HELICOPTER EXPERIENCE | 2420 S. HALSTED STREET, (312) 967-8687

Through January 1, 2018 - This Holiday Season grab the kids and join Chicago Helicopter Experience for their Holiday Lights Tours. Get VIP treatment and even fly with Santa himself enjoying the clearest views of millions of sparkling lights across the city all at once. Save 15% when you book with code "MagMile."

MUSEUM OF SCIENCE AND INDUSTRY | 5700 S. LAKE SHORE DRIVE, (773) 684-1414

November 16, 2017 - January 7, 2018 - Join the holiday tradition with 75 years of bringing together family, friends, and cultural celebrations. Save \$2 when you buy online!

STAN'S DONUTS | 535 N. MICHIGAN AVENUE, (312) 955-3100

Through December 31, 2017 - Visit Labriola Ristorante and Café and Stan's Donuts and taste the result of a delicious partnership along The Magnificent Mile! This holiday season, save 10% off your purchase when you mention the code "LIGHTS FESTIVAL." *Terms and conditions apply.

BMO HARRIS CUSTOMER PERKS

Being a BMO Harris customer has it's perks! See special offers below just for BMO Harris Customers.

AMERICAN WRITER'S MUSEUM | 180 N. MICHIGAN AVENUE, 2ND. FLOOR, (312) 374-8790

November 17 - December 31, 2017 - BMO Harris Bank customers save 20% off admission when they use their BMO Harris Bank card.

COLUMBUS TAP | 200 N. COLUMBUS DRIVE, (312) 444-9494

November 17 - 18, 2017 - Grab lunch before the parade or stay for dinner after. BMO Harris Bank customers enjoy 20% off in Columbus Tap when they pay with a BMO Harris Bank card. Upon arrival, please tell your server that you are a BMO Harris customer.

COPPER FOX GASTROPUB | 155 E. ONTARIO STREET, (312) 255-8505

November 17 - December 30, 2017 - BMO Harris Bank customers receive a complimentary order of the famous #16 biscuits with the purchase of an entree when they use their BMO Harris Bank card. Reservations are required.

VISIT WWW.THEMAGNIFICENTMILE.COM/BMOPERKS
FOR MORE HOLIDAY DEALS AND EXCLUSIVE OFFERS FOR
BMO HARRIS BANK CARDHOLDERS.

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Feel the
magic of **one**
magnificent
tradition.



See our helpful tips to
make the most of this
magical experience.

bmoharris.com/LightsFestTips

#BMOLightsFest

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



LIGHTS FESTIVAL LANE ACTIVITIES

FRIDAY, NOVEMBER 17, 4:00 - 8:00PM
SATURDAY, NOVEMBER 18, 11:00AM - 4:00PM

BMO HARRIS BANK - Stop by an expanded BMO Harris 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.

10PIN - Stop by 10pin Bowling Lounge's booth to play a game of bowling to win fabulous prizes, including an adult party for 6 or a children's birthday party for 12! Also, be sure to get the mini pin coupon, good for a free game of bowling at Chicago's famous 10pin!

BLUE BUFFALO - Visit the Blue Buffalo booth for samples of formulas for dogs and cats. We'll also have fun giveaways like coupons and other Blue Buffalo branded merchandise.

CONNIE'S - Taste the tradition! Connie's Deep Dish pizza has been a Chicago favorite for over 50 years. Warm up with mini deep dish pizzas and hot chocolate for sale.

ELI'S CHEESECAKE - Visit Eli's tent for FREE cheesecake slice decorating with whipped cream and fun candy toppings with students from the Chicago High School for Agricultural Sciences. Plus, bring a non-perishable food donation for the Greater Chicago Food Depository and get a FREE slice of cheesecake to take home. Donate \$10 to the food depository and get a free whole cheesecake!

FRANGO - Visit the Frango Booth in Lights Festival Lane Friday & Saturday for a complimentary sample of their newest mint confection - Frango Pearls!

GARRETT POPCORN - Visit the Garrett Popcorn Shops® booth for a complimentary treat size bag of the Garrett Mix.

GIFT OF HOPE - Gift of Hope Organ & Tissue Donor Network will provide the opportunity to learn more about donation and will provide the opportunity to register to be an organ and tissue donor. Stop by the booth to get a Gift of Hope flashlight.

LAND'S END - Have you ever dreamed of stepping into Santa's Boots? Land's End, known for delivering holiday cheer to their customers since 1963, has decided to make your dreams come true. If you want to become "Santa for a Day" stop by Land's End's signature holiday phone booth. You'll have a chance to call the Santa Hotline to enter for a chance to be Chicago's #SantaForADay! The grand prize is valued at \$10,000!

MIELLE ORGANICS - Mielle Organics will be offering consumers great brand experience which includes giveaways and product education. Here at Mielle Organics, we believe that healthier ingredients encourage healthier hair!

PEETS COFFEE - Enter a raffle for your chance to win prizes including 12 months of coffee, a \$25 gift card, and a holiday gift set.

RAM RACING - Visit RAM Racing and see where the Run Mag Mile event runs north on The Magnificent Mile. Sample one-of-a-kind chocolate from the Hot Chocolate 15k/5k. Run Mag Mile takes place on September 8, 2018.

93.9 MYFM - Join 93.9 MYfm, Chicago's Christmas music station, to meet Edison, 93.9 MYfm's Holiday Reindeer, and grab a holiday candy stick courtesy of our friends from JourneyCare!

SOUTHWEST AIRLINES - Stop by the Southwest Airlines Porch, where a delightfully festive photo booth, custom-embroidered giveaways, and the chance to win a roundtrip for two on the Official Airline of The Magnificent Mile await you!

STAN'S DONUTS - Stan's Donuts serves up freshly made donuts of extraordinary flavors and textures. Stop by the their donut truck to try Chicago's favorites.

SUBARU - Stop by the Subaru display on Upper Illinois Street and help yourself to some hot cocoa and holiday-themed giveaways (while supplies last). Be sure to check out the all-new 2018 Crosstrek while you're there along with the rest of the Subaru lineup.

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 exclusively for Lights Festival Lane visitors.

WHOLE FOODS - Make delicious memories this Holiday season with Whole Foods Market! Stop by the Whole Foods Market holiday headquarters for recipes, tips, tricks, and hacks to make this holiday season the tastiest one yet.

WGN RADIO WITH JEWEL-OSCO AND LIFEWAY FOODS - Warm up inside the WGN Radio booth featuring Jewel-Osco and Lifeway Foods! Enjoy samples of pumpkin spice kefir, pre-packaged kefir, and probug bites from Lifeway Foods, plus promo items and coupons all day. Jewel-Osco will be giving away prizes and will give you a chance to spin their prize wheel for exciting giveaways!

DON'T FORGET TO VISIT WITH SANTA CLAUS!

BMO HARRIS BANK HELPFUL HINTS

i **BMO HARRIS BANK HELPER TENT** - Stop by a BMO Harris Bank 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. 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: Upper Illinois St: Closed to vehicular traffic Saturday, Nov 18, 7:00AM - 7:00PM; North Michigan Ave (Oak St to Wacker Dr): Closed to vehicular traffic Saturday, Nov 18, 3:30 - 8:00PM; DuSable Bridge (formerly Michigan Ave Bridge): Closed to pedestrian traffic Saturday, Nov 18, 3:30 - 7:00PM.

The DuSable Bridge (formerly Michigan Avenue Bridge) closes as early as 3:30PM on Saturday, November 18. 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 17

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 Harris 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 18

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 Harris Kid's Zone, and don't forget to visit with Santa Claus! Plus, live musical performances return to the BMO Harris Bank stage!

11:30AM: Justin Roberts and the Not Ready for Naptime Players perform on the BMO Harris Bank Stage.

12:30PM: Temecula Road performs on the BMO Harris Bank Stage, presented by Southwest Airlines®.

1:00PM: Temecula Road Meet-and-Greet, presented by Southwest Airlines, at the Southwest Airlines porch. Don't forget to pick up your wristband at the Southwest Airlines Porch. *While supplies last.

1:30PM: Alec Joseph performs on the BMO Harris Bank Stage.

2:00PM: Alec Joseph Meet-and-Greet at the BMO Harris Kid's Zone. Don't forget to pick up your wristband at the BMO Harris Bank Helper Tent. *While supplies last.

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 BMO Harris Bank Magnificent Mile 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® Resort travel down North Michigan Avenue 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?

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



GiveDisneyVacations.com

THEY'RE COMING

4.28.18

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MUSIC AWARDS

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SAME GREAT CHOCOLATE
Fresh New Look

Visit us on Lights Festival Lane Friday & Saturday to sample our newest mint confection—Frango Pearls!

New Boutique opening for the holidays at Water Tower Place.

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and HOLIDAYS
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Garrett Together

Visit us on Lights Festival Lane Friday and Saturday for complimentary bags of Garrett Mix®!

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