



Millennium Park & Chicago Cultural Center

OVERVIEW

The holiday season in Chicago is nothing short of magical. The *Tree Lighting Ceremony* is a favorite tradition and marks the start of the holidays. Millennium Park becomes a destination of winter fun that includes: skating at *McCormick/Tribune Ice Rink*, listening to holiday favorites during *Caroling at Cloud Gate* and enjoying *Maggie Daley Park* just a few steps away. *Dance-Along-Nutcracker* encourages aspiring Sugarplum fairies to participate in free dance lessons with professional ballerinas before each performance at the Chicago Cultural Center

Tourists and locals alike flock downtown to experience the many FREE holiday activities in the City that offer over **3 months of possible brand exposure!**

MCCORMICK/TRIBUNE ICE RINK

Located on Michigan Avenue from Monroe to Randolph, the McCormick/Tribune Ice Rink is a popular seasonal attraction that draws more than 100,000 skaters annually and open to the public from mid-November to early March. Admission is free and skate rental is available...or bring your own!

Millennium Park is now available for YEAR-ROUND ACTIVATIONS!

As the #1 tourist attraction, Millennium Park draws extensive foot traffic throughout the year and makes it the ideal location for high-profile brand activations and high-volume sampling. Contact the Partnerships Division to check availability.

TREE LIGHTING CEREMONY

This beloved Chicago tradition marks the beginning of Chicago's holiday season and receives extensive media coverage as the Mayor and special guests "flip the switch."

CAROLING AT CLOUD GATE

Celebrate the season with song! Chicagoans and visitors alike bundle up and get ready to belt out some classics at these festive events that are part concert, part sing-along. Local Chicago choral groups lead hundreds of celebrants in song for 50-minute acts. Held on Fridays from end of November – mid December. All shows begin at 6 pm.

DANCE-ALONG NUTCRACKER

Aspiring sugarplum fairies and mouse kings are invited to participate in this holiday classic. Ballet Chicago provides free dance lessons to kids of all ages and abilities before each dance-along performance.



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