



**** MEDIA ALERT * MEDIA ALERT ****

“OVER 10 MILLION SERVED...”

The Navy Pier Ferris Wheel, Presented by McDonald's®, “Serves” up Excitement with 10 Millionth Rider

- WHO:** The 10 millionth rider on the Navy Pier Ferris Wheel, presented by McDonald's...
- WHAT:** ...is estimated to take his/her ride...
- WHEN:** **THURSDAY, SEPTEMBER 13, 2007**
11:30 a.m. -11:45 a.m. * (estimated time of 10 millionth rider based on average Pier statistics)**
- WHERE:** The Navy Pier Ferris Wheel, presented by McDonald's
Navy Pier, 600 E. Grand Ave., Chicago (Midway/South Dock)
- WHY:** Ronald McDonald and Patch the Pirate Dog, Navy Pier's official mascot, will be on hand as Navy Pier officials surprise the unknown lucky winner with prizes including: American Airlines airfare for two to London; British Airways London Eye tickets (world's tallest observation wheel); a \$100 McDonald's Arch Card™; one-year pass to the Navy Pier Ferris Wheel, and lunch with Ronald McDonald!
- PHOTO OPPS:** Ronald McDonald's confetti cannon exploding over the winner; “Big” prizes including an oversized plane ticket to London and oversized McDonald's Arch Card; Brief statement from Navy Pier General Manager Marilyn Gardner; and Winners taking the 10 millionth ride in decorated gondola with Ronald McDonald
- FUN FACTS:**
- Navy Pier Ferris Wheel went into service on July 1, 1995
 - Number of lights: 16,000
 - 15 stories high
 - Modeled after the first Ferris wheel that was built for Chicago's 1893 World Columbian Exposition
 - Open year round
 - Max number of people that can ride: 240
 - 40 Gondolas
 - It takes 7 1/2 minutes to complete one rotation
 - Average monthly rides since opening in 1995 is 63,500
 - On average 10 hour day at 7.5 minutes per revolution the Ferris Wheel will have made about 382,000 revolutions between the 1st and 10,000,000 rider, and rotated about 34,100 miles, which would be enough to go around the world 1.3 times.
- CONTACTS:** Julie Meyer, Margie Korshak, Inc. (312) 751-5523, jmeyer@korshak.com or Colleen Craig, Margie Korshak, Inc. (312) 751-5540, ccraig@korshak.com. For day of event, contact Julie via cell (847) 668-7016 or Colleen (773) 474-0276.

Delores Robinson, Metropolitan Pier and Exposition Authority, DRobinson@mpea.com

*** PLEASE NOTE THE CONFIDENTIALITY OF THE INFORMATION ABOVE PRIOR TO EVENT

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