



**FOR IMMEDIATE RELEASE**

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***Pepsi® Tall Ships® Chicago 2010 Sails Into Navy Pier® This Summer!***

**Ahoy Matey! Come Explore Ships and Nautical Exhibits, Enjoy International Music, and Participate in a Family Festival Featuring More Than 80 Vendors and Nightly Fireworks!**

**Chicago** – Come sail with us and have “*Six Days of a Once-in-a-Lifetime Experience*” during **Pepsi® Tall Ships® Chicago 2010** at Navy Pier®. The breathtaking sight of more than 20 Tall Ships sailing on Chicago’s Lake Michigan is a not-to-be-missed event. This armada is a festive and educational celebration and exploration of Chicago’s rich maritime heritage!

The family-friendly festivities will be held **August 24 – 29**, exclusively at Navy Pier. **An opening day Pepsi Tall Ship’s Parade of Sail on Lake Michigan will kick-off the event, with Chicago’s magnificent skyline as a backdrop, on Tuesday, August 24, 2010 at 4 p.m.** The *2010 Parade of Sail* will showcase Tall Ships from around the world, including Canada, Germany and the Netherlands. This stunning spectacle is unparalleled to any other Chicago summer attraction.

"This festival gives spectators a chance to watch these spectacular ships sail along Lake Michigan, as well as the opportunity to board vessels to learn about the ships and experience what sailing is all about," said Mayor Richard M. Daley. "Tall Ships Chicago is truly a celebration of our city’s rich maritime history. I hope that everyone will make plans to visit the festival this summer."

NEW events and activities at Navy Pier during this six-day nautical exploration include: a blue-green (water-land) festival with more than 80 participating vendors showcasing their merchandise; interactive greening initiatives; a youth-on-board program; daily sails; on-deck tours; international music; ship exhibits; opportunities to meet the crew; crew challenges; arts & crafts displays; maritime displays; sail training; and a daily night cap of a free Tall Ships fireworks show.

“We are thrilled to host Tall Ships at Navy Pier. This nautical event creates an adventurous, imaginative, and educational experience that the whole family can enjoy together,” said Marilyn Gardner, Navy Pier General Manager.

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Visitors will have plenty of ways to view the Tall Ships, as well as experience what life on these vessels is like. Not only can they spend the day touring their favorite ships, they also can learn about maritime history through an educational lecture, they can sail the waters of Lake Michigan, create beautiful crafts with their kids, and even learn the art of boat-making.

While at Navy Pier, they'll also be able to dine in any of our delicious restaurants, including *Riva* or the new *Harry Caray's Tavern*, grab a snack at our new *Jamba Juice* or *Auntie Anne's Pretzels* or any other of our food court eateries, and then end their day watching dazzling fireworks over Lake Michigan. Navy Pier provides all that is needed to explore and enjoy this rare glimpse into the world of Tall Ship captains and their crew.

Advanced planning to secure your boarding passes for **Pepsi® Tall Ships® Chicago 2010** is encouraged. Tickets are available for purchase starting May 28, 2010 online at [www.navy pier.com](http://www.navy pier.com) Groups & Tour Operators can purchase tickets by visiting [www.navy pier.com/groupsales](http://www.navy pier.com/groupsales) or calling Navy Pier Group Sales Office at 312-595-5200.

**Pepsi Tall Ships Chicago 2010 Dockside Boarding Tickets only**, at a discounted price of \$13, are available now for purchase at **Chicago area Dominick's stores**, while supplies last. No coupon necessary. Please note that Tall Ship Viewing Tickets, Tall Ship Sail-Away Excursion Tickets, Tall Ship Parade of Sail Tickets, Tall Ship Group Sales Tickets and all Navy Pier tickets are NOT available at Dominick's stores.

For additional information and event listing, call 312/595-PIER. Outside the Chicagoland area, call, 800/595-PIER. For event bookings and general sales information, call 312/595-5300

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A Chicago Landmark since 1916, Navy Pier has evolved from a freight and passenger ship docking facility to the #1 tourist attraction in the Midwest, drawing more than eight million visitors annually. Navy Pier currently encompasses more than fifty acres of parks, gardens, shops, restaurants, family attractions and exhibit facilities, making it a tourists and visitors entertainment hub. For more information, visit our web sit at [www.navy pier.com](http://www.navy pier.com) .

