



Variety of Fun Cruises aboard Chicago's Top Attractions Showcase Chicago to the World!

Chicago's First Lady Cruises (CFL) and **Mercury, Chicago's Skyline Cruiseline (Mercury)** are two separate companies, owned and operated for nearly 80 years by the Agra family, showcasing Chicago to the world with a variety of fun and exciting river and lake cruises.

Highlights for 2014 season:

- Arriving June of this year, the newest custom luxury vessel, **Chicago's Classic Lady**, joins the fleet for the official **Chicago Architecture Foundation River Cruise aboard Chicago's First Lady Cruises**. The 2014 season will have more seats and more hourly departures than ever before!
- The summer weekend **Capture Chicago Photography Cruise** returns to its 9:00 am slot Saturday and Sunday mornings. With three select stopping points to frame that perfect shot and an environment that encourages cruisers to move about the boat, photography buffs love this cruise!
- Back by popular demand, the early evening **Twilight Cruise** showcases Chicago at its most magical hour, now with three departure times: Thursday, Friday and Sunday at 7:30 pm. Commentary by CAF docents.
- The **American Girl Dinner & Cruise** opens its season in July with four cruises including a new Lake Cruise.
- Mercury's **Urban Adventure Package** doubles the family fun with an Urban Adventure Cruise on Chicago's River and Lake and a sky-high trip to 360 CHICAGO (formerly John Hancock Observatory).
- The educational **Science is Fun Cruise** returns for a third season offering hands-on experiments and science-filled fun for student and camp groups.
- Chicago's only **Canine Cruise** aboard Mercury invites pooches and their owners for a relaxing and fun cruise on Chicago's waterways.
- And as always, **Mercury** will bring a new season of evening cruises to showcase Chicago's twinkling lights and magnificent skyline with its 3D Fireworks Cruise and Chicago by Night! Cruise.

All cruises depart from our beautifully landscaped dock on Chicago's Riverwalk at the lower level and southeast corner of the Michigan Avenue Bridge at Wacker Drive, **the gateway to Chicago's Magnificent Mile (North Michigan Avenue) and just three blocks north of Millennium Park.**

Following are brief cruise details. You can also access the schedule and download pictures of our boats by visiting: www.cruisechicago.com and www.mercurycruises.com. Please contact me with questions or for more information. Also, for up-to-the-minute information on our cruises and happenings around our dock, engage with us on Facebook, Twitter, Instagram and Pinterest.

We cordially invite you to be our guest when your travels bring you to Chicago this summer!

Sincerely,

Anita Pedersen

Director of Public Relations

Mercury, Chicago's Skyline Cruiseline / Chicago's First Lady Cruises

Mobile: 630-803-7593

Email: apedersen@cruisechicago.com



FUN FOR FAMILIES OF ALL AGES, MERCURY'S LINE-UP OF CREATIVE CRUISES INVITE YOU TO EXPERIENCE SPECTACULAR VIEWS, FIREWORKS, CANINES AND ITS CHICAGO BY NIGHT EVENING CRUISE

Breathtaking sky-high vistas and spectacular lakefront views.

Urban Adventure Package – Family Fun, doubled! The BEST views of Chicago's world-famous skyline from Mercury's lake and river cruise and from 360 CHICAGO

Families enjoy the BEST views of Chicago in this relaxing and refreshing 90-minute commentated river and lake cruise and a 1,000-foot-up 360-degree sky-high vista of downtown from 360 CHICAGO (formerly John Hancock Observatory), Chicago's favorite sky-high attraction featuring the newest thrill to come to Chicago, Tilt*, all for one low price. Incredible opportunities for memorable family pictures are part of the open-air experience showcasing some of the world's tallest buildings in Chicago, the birthplace of the skyscraper.

Entertaining tour guides combine fun facts with colorful commentary for passengers of all ages. The cruise takes passengers under a total of 17 of Chicago's world record 37 moveable bridges and by 82 significant skyscrapers and landmarks including: Site of Ft. Dearborn, Water Tower Place, Merchandise Mart, Marina City, Trump Tower, Wolf Point, John Hancock Center, Willis Tower, NBC Tower, and the Civic Opera House.

Passengers can move about the deck during the cruise to maximize photo and video opportunities as they are treated to a moving panoramic view of Chicago. Cruisers will also have the unique opportunity to experience the Chicago River Lock System, the world-renown engineering feat that reversed the river's flow.

Urban Adventure Package (Mercury Cruise + 360 CHICAGO) Tickets: \$41/adults; \$17/children under 12; children under 3 are free. Daily cruise departures: 10:00 am, 12:00 pm, 2:00 pm, 4:00 pm, 6:00 pm. 360 CHICAGO open daily 9:00 am – 11:00 pm. Buy tickets online at mercurycruises.com, in-person at the Mercury Cruises dock ticket window or at 360 CHICAGO box office. **Admission to Tilt not included in package price*

Urban Adventure Cruise (Mercury Cruise ONLY) Tickets: \$31/adults; \$11/children under 12; children under 3 ride free. Daily cruise departures: 10:00 am, 12:00 pm, 2:00 pm, 4:00 pm, 6:00 pm. Buy tickets online at mercurycruises.com or at the dock ticket window.

Chicago by Night! – Complimentary neon light wands for each guest!

A complimentary neon light wand lets passengers add their own "night lights" to this 90-minute river and lake cruise that celebrates Chicago at night with its millions and millions of twinkling lights. Timed to coincide with the sunset, the cruise makes a brief highlight stop near the Buckingham Foundation at 9:00 pm for passengers to see the nightly light show.

2014 Departures: Nightly, 8:00 pm, May 23 – September 1, 2014. Weekends only, 8:00 pm, September 2 – October 3, 2014. Tickets: \$32/adults; \$12/children under 12; children under 3 ride free.

3D Fireworks Cruises – *Chicago’s only 3D Fireworks experience!*

Mercury presents the city’s only Fireworks Cruise in 3D! Passengers receive a complimentary pair of 3D glasses transforming the fireworks spectacle experience. The popular 90-minute lakefront fireworks cruise is summer Wednesdays and Saturdays and offers unobstructed views of the lakefront pyrotechnics. Passengers may bring along a laptop basket of goodies to enjoy during the cruise. The 3D Fireworks cruise is accompanied by music and is not narrated.

2014 Departures: Wednesdays, 8:30 pm and Saturdays, 9:15 pm, May 31 – August 30, 2014. Tickets: \$32/adults; \$12/children under 12; children under 3 ride free.

Mercury’s Canine Cruise – *Sundays with Fido! Chicago’s only cruise for dogs.*

Mercury’s Sunday morning Canine Cruise is the only cruise for dogs in Chicago and one of the most popular activities in Chicago for dogs to do with their owners. All well-behaved and leashed canines are welcome aboard for the 90-minute lake and river tour with lively commentary about dog-friendly Chicago. On-board amenities include large bowls of fresh water and a newspaper-lined restroom. Canine cruisers are cordially invited for a post-cruise visit to the canine-friendly The Shops at North Bridge, just two blocks north at 520 N. Michigan Avenue for shopping fun.

2014 Departures: Sundays, 10:00 am, July 6 – September 28. Tickets can be purchased in advance online or Sundays at dock. Tickets: \$31/adults; \$11/children under 12; \$8/dogs; children under 3 ride free.

“Science is Fun” Cruise – *Buckets of water, balloons, test tubes, pennies and slimy creatures, oh my!*

Specially developed for student and camp groups following Illinois Learning and NextGen Science Standards, the cruise offers young Einsteins 90-minutes of non-stop fun as they participate in hands-on experiments to test the lake and river waters; learn how a boat floats; how skyscrapers stand up to gravity; what it takes to lift and lower one of Chicago’s famous bridges; and a look at some migrating slimy creatures with Chicago on their radar. Following the scientific method, each question is followed by children offering up their hypotheses and then performing the experiment.

Available to groups of 20 or more. Mondays, Tuesdays and Wednesdays, April 28 - October 8, 2014. Tickets: \$12/person.

Mercury, Chicago’s Skyline Cruiseline is a third-generation owned and operated family-friendly cruise line. The *Skyline Queen* and *Chicago’s Little Lady* provide narrated daytime and evening lake and river cruises, a 3-D Fireworks Cruise, a educational Science is Fun Cruise and Chicago’s only Canine Cruise. Mercury is committed to green practices and recycles used oil, engine batteries, beverage containers, cardboard, and paper; uses B11 biodiesel fuel, low-flush toilets and environmentally safe cleaning solutions; prints brochures on recycled paper; and promotes the use of public transportation by staff and crew. All vessels are operated by a U.S. Coast Guard-licensed captain and crew and carry 100% passenger capacity life preservers. Mercury, Chicago’s Skyline Cruiseline departs from Riverside Gardens on Chicago’s Riverwalk at the southeast corner of the Michigan Avenue Bridge at Wacker Drive. Follow Mercury Cruises on Facebook, Twitter and Pinterest.

-more-



**DEBUT OF NEWEST FLEET MEMBER, CHICAGO'S CLASSIC LADY,
EXPANDS DEPARTURE SCHEDULE FOR THE CRITICALLY ACCLAIMED
CHICAGO ARCHITECTURE FOUNDATION RIVER CRUISE
ABOARD CHICAGO'S FIRST LADY CRUISES**

**The popular Twilight Cruise, Capture Chicago Photography Cruise and
American Girl Dinner + Cruise all return for 2014**

Chicago's Classic Lady – The newest member to join the Chicago's First Lady fleet, arriving June 2014!

Chicago's First Lady Cruises announces the addition of its newest custom luxury yacht, **Chicago's Classic Lady**, a 92-ton steel 250-passenger vessel for the 2014 summer season. Chicago's Classic Lady begins cruising in early June expanding the number of departures during the height of Chicago's summer tourist season for the popular **Chicago Architecture Foundation River Cruise aboard Chicago's First Lady Cruises**. Chicago's Classic Lady joins her twin sister ship, Chicago's Leading Lady, as well as Chicago's First Lady, Chicago's Fair Lady and Chicago's Little Lady, all reminiscent of the graceful 1920s wooden cruising yachts.

Twilight Cruise – Enjoy the critically acclaimed Chicago Architecture Foundation River Cruise at its most magical hour with added summer cruising days for 2014

Thursdays, Fridays and Sunday evenings at 7:30 pm, May 30 – October 13, 2014. Chicago's beloved Twilight CAF River Cruise returns at a special evening time. Cruise passengers are invited to relax with friends, sipping their favorite cocktails while cruising the Chicago River and enjoying Chicago's architecture washed in a softer early evening light. Commentary provided by CAF-certified river cruise docents.

2014 Departures: Thursdays, Fridays and Sundays at 7:30 pm, May 30 – October 13, 2014. Tickets: \$40

Capture Chicago Photography Cruise – Photograph the city awakening in the early morning light

Avid photographers will love having access to unparalleled views of Chicago's iconic architecture in the morning light. Cruisers have the ability to roam freely around the boat to capture that perfect shot and can take advantage of three stopping points throughout the CAF River Cruise. Custom commentary is presented by CAF-certified river cruise docents, some of whom also enjoy photography, and will lend suggestions for framing a shot, garnered from extensive experience leading tours.

2014 Departures: Thursdays, Fridays and Sundays at 7:30 pm, May 30 – October 13, 2014. Tickets: \$40

- more -

Chicago Architecture Foundation River Cruise aboard Chicago's First Lady Cruises – Now in its 21st year!

Named in 2012 the “#1 Thing to Do in Chicago” by *U.S. News and World Report* and voted “Best Chicago Tour” two years in a row by *Chicago Reader*, the Official Chicago Architecture Foundation (CAF) River Cruise aboard Chicago's First Lady Cruises, with commentary by a CAF-certified volunteer docent, provides panoramic views as it highlights more than 53 historic and architecturally significant sites and 24 of Chicago's unique moveable bridges and bridge houses that traverse the Chicago River.

Guests cruise on open-air top decks, or in the enclosed climate-controlled comfort of beautifully appointed main deck salons aboard *Chicago's First Lady Cruises* which has been the official cruise partner for the CAF River Cruise since 1993. Full-service bars are available on board each vessel offering summer fruit juices, waters, colas, and adult beverages. Tickets are available at www.ticketmaster.com/rivercruise

2014 Departures: Daily, 10:00 am to 5:00 pm, April 5 – November 23, 2014, with additional departures on weekends. For a complete schedule, visit: www.cruisechicago.com/architecture_tours. Tickets: \$40. For groups of 20 or more, call 312-322-1131 for a group rate and availability.

American Girl Dinner + Cruise – Little girls and their families love this cruise! New lake cruise option!

American Girl Dinner & Chicago's First Lady River Cruise – Sundays, July 20 and August 10 at 7:30 pm
The returning American Girl Dinner & Chicago's First Lady River Cruise will be preceded by a 5:30 pm dinner at American Girl Place Cafe. The 60-minute River Cruise will feature commentary specially developed by the Chicago Architecture Foundation (CAF) and delivered by a CAF-certified volunteer docent, describing the design of some of the world's most famous buildings along the riverfront, while weaving in fascinating details about their history as it relates to the American Girl's popular historical characters.

American Girl Dinner & Chicago's First Lady Lake Cruise – Wednesdays, July 30 and August 6 at 2:15pm
NEW! The American Girl Dinner & Chicago's First Lady Lake Cruise will depart at 2:15 pm for a 60-minute sightseeing cruise on Lake Michigan, showcasing some of Chicago's most famous buildings and its beautiful skyline as viewed from the lake, along with commentary about the history of Chicago and fun facts presented by a Chicago's First Lady commentator. The cruise will be followed by a 5:30 pm dinner at American Girl Cafe.

All dinners will be at the American Girl Cafe with roundtrip transportation via Chicago Gray Line motor coach. Cruises depart from Riverside Gardens dock at the southeast corner and lower level of the Michigan Avenue Bridge at Wacker Drive.

Tickets: \$70 per person. Advance reservations are required. Contact American Girl Place at 877-247-5223.

About Chicago's First Lady Cruises

Chicago's First Lady Cruises is the first name in Chicago cruises. Comprised of six luxury vessels accommodating groups of 2-250, Chicago's finest fleet is the official partner of the Chicago Architecture Foundation since 1993, providing the vessels and crew for more than 2,000 tours annually. As longtime stewards of Chicago's waterways, Chicago's First Lady Cruises continues to embrace a carbon neutral commitment to support renewable energy and reforestation beginning with green initiatives for its fleet of custom-designed luxury yachts, all operated with B-11 biodiesel fuel. The fleet is anchored by the newest vessel Chicago's Classic Lady, a 98-foot steel, 250-passenger vessel. Its leafy park-like Riverside Gardens dock welcomes passengers and public for a stroll along the sidewalk landscaped with native plants. All are available for private charter cruising each evening. For more information, visit cruisechicago.com or call 847-358-1330.