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LEADERSHIP MEMBERSHIP MARKETING PLANNING & ADVOCACY PROGRAMS & EVENTS CHARITABLE FOUNDATION

Weekly News Stories

The Magnificent Mile® is on foursquare!



So what does that mean for your business? Join The Magnificent Mile® and “play” with consumers in the hottest social media game that brings customers straight to your door. Highlight your business by rewarding The Magnificent Mile mayor, submitting tips and providing pop-up offers. To view The Magnificent Mile brand page, visit www.foursquare.com/themagmile. [Download a participation form and info sheet](#) to get started today. **Businesses do not need foursquare accounts to participate.**

Submissions due by October 8, 2010!

GNMAA News

Support The Magnificent Mile Charitable Foundation: Ladies' Night Out and TRACES

Ladies' Night Out

It is Ladies' Night Out! [The Magnificent Mile Charitable Foundation](#) with host [University of Chicago Medical Center](#) will present an evening of personalized women's health and prevention information, networking, pampering, delicious food and beverages, fall fashion previews and more on Tuesday, October 26 from 5:30pm – 8:30pm at Avenue Crowne Plaza Chicago Downtown.

The Foundation is grateful for its participating donors:

- The University of Chicago Medical Center*
- Bloomington's*
- Chiropractic Care, LTD*
- Columbia Sportswear*
- Exhale Mind & Body Spa*
- Gino's East of Chicago*
- Mani Couture™ Spa Parties by Be!*
- Marianne Strokirk Salons*
- The Palm Restaurant*
- The Peninsula Spa by ESPA*
- Phil Stefani Signature Restaurants*
- Salon 541*
- Stonebridge Advisors*
- Stress Management Institute*
- Windy City Massage*

Plus, enjoy a raffle, an exciting silent auction and fun goodie bags! Tickets are \$65 each and all proceeds benefit The Magnificent Mile Charitable Foundation. [Download an invitation](#). [Click here to RSVP](#).

Ladies' Night Out

Tuesday, October 26, 2010
5:30pm – 8:30pm
Avenue Crowne Plaza Chicago Downtown
160 E. Huron Street

Broadway In Chicago presents TRACES

Broadway In Chicago has partnered with The Magnificent Mile Charitable Foundation to provide specially priced tickets to TRACES at the brand new Broadway Playhouse at Water Tower Place on Friday, November 12, 2010. Tickets are \$60 (regularly \$71.50 + handling fee) with proceeds to benefit The Magnificent Mile Charitable Foundation. [Download a payment form](#). [Click here to purchase your tickets](#).

Broadway In Chicago presents TRACES

Friday, November 12, 2010
8:00pm
Broadway Playhouse at Water Tower Place
835 N. Michigan Avenue

Questions on either of the above events or The Magnificent Mile Charitable Foundation? Contact Bernadette Molina at bmolina@gnmaa.com or (312) 344-2324.

More Than 800 Volunteers Needed November 20



What are YOU doing Saturday, November 20, 2010? Join more than 800 volunteers and be a part of the magic of [The Magnificent Mile Lights Festival® presented by Harris](#). Walk alongside Gooty, welcome guests with a helpful smile, act as a human weight for a giant balloon and more! Volunteer on this special day and experience the priceless reward of a million little smiles. [Download a volunteer form](#).

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Educational Seminar: PR for Your Business

Influence how people are talking about your business by providing the words for them. Learn tips, tactics and practical applications of public relations for your business at the [Educational Seminar "Public Relations Tactics and How to Put them into Practice"](#) presented by Kelly Wisecarver of Wisecarver Public Relations on Tuesday, October 12, 2010, at 8:00am. Whether you are interested in starting PR efforts for your business or are seeking to grow in this knowledge, do not miss this session. [Download an invitation](#). [Click here to RSVP](#).

Quarterly Membership Meetings: Feedback Requested

Plans for 2011 are under way and GNMAA needs your feedback to shape these planning efforts. Please [click here](#) to take a brief survey. To see photos from the September Membership Breakfast, visit our [image gallery](#). Thank you in advance for your valuable feedback!

IMMEDIATE NEED: Membership and Marketing Interns

GNMAA's Membership and Marketing departments are seeking to immediately fill openings for interns this fall semester. If you know someone who is driven, an excellent communicator and eager to learn in an active environment, please contact Rachel Ooms at rooms@gnmaa.com. Applicants must currently be enrolled in post-high school studies. Download internship descriptions here: [Membership](#) and [Marketing](#).

Share Your GNMAA Testimonial

Developed a business partnership? Attended a great event? Had a positive experience on a committee? GNMAA is looking for testimonials to feature in marketing pieces (web, print, etc.) for the Association. Email your testimonial to Karen Hickey at khickey@gnmaa.com.

Foundation Announces 2010 Grant Recipients

[The Magnificent Mile Charitable Foundation](#) has recently made changes to bring about a bigger impact in serving GNMAA's immediate community. At the next Quarterly Membership Luncheon with Presenting Sponsor Charter One on December 16, the Foundation will grant \$25,000 to Ogden Elementary School to assist with its literacy resources as the school integrates international philosophy throughout the curriculum. The grant will also serve to support Ogden's after school tutoring programs.

In addition, the Foundation awarded nine neighborhood organizations with grants totaling \$22,500. These recipients include:

Alliance for Community Peace
 Cabrini Green Tutoring Program, Inc.
 Chicago Lights at Fourth Presbyterian Church
 Gilda's Club Chicago
 The Happiness Club
 HELP (Help Ease Local Poverty)
 Lawson House YMCA
 Pro Se Services
 Project Education Plus

GNMAA's Magnificent Mile Charitable Foundation is pleased to give back to the community and thanks you for your continued involvement, commitment and passion. Please continue to support the Foundation in its efforts to raise \$25,000! Upcoming fundraising events and opportunities to show your support include:

- [Ladies Night Out hosted by the University of Chicago Medical Center](#)

Tuesday, October 26, 2010

- [Broadway in Chicago presents TRACES](#)

Friday, November 12, 2010

For donations, click here or contact Bernadette Molina, Foundation Manager at bmolina@gnmaa.com or (312) 344-2324.

Date Set for GNMAA's Black Tie Party

GNMAA is proud to partner with the Swissôtel Chicago to bring you the 2011 Annual Gala, the Association's largest fundraiser and the best party in the city! Mark your calendars for Friday, April 29, 2011, and join your fellow business partners, colleagues and friends for a glamorous evening.

Celebrate Maggie Daley and The Magnificent Mile

Last chance to claim a piece of The Magnificent Mile for your garden! Only a select number of "Tulipa Maggie Daley" bulbs are still available to the public, just in time for planting season. The special bulbs make great, one-of-a-kind gifts, too! All proceeds will benefit Mrs. Daley's charity of choice, Children at the Crossroads. Get your exclusive piece of history before they are gone. [Buy your bulbs now](#).

Social Media Buzz



Social media is a fast and effective tool to extend the reach of The Magnificent Mile® brand. Within 24 hours of British retailer [TOPSHOP](#) announcing its anticipated 2011 opening on The Magnificent Mile, more than 100 people tweeted the news across the US (and even Brazil, Canada and the UK!), directly mentioning "Mag Mile" in their tweet. The combined audience of these Tweeters exceeded 115,000. Of that audience, 4,500 were exposed to GNMAA's [@TheMagMile](#) twitter handle. As GNMAA members and fellow Tweeters, we encourage you to use [@TheMagMile](#) in your tweets when referencing the district. Let's work together in building The Magnificent Mile brand across all our social media platforms!

Neighborhood News

State of the Ward Invitation

You are invited to the State of the Ward in support of Alderman Brendan Reilly on Wednesday, November 10, 2010, from 6:00pm - 8:00pm at The Drake Hotel. [Download an invitation.](#)

Broadway Playhouse Opens Along The Magnificent Mile

[Broadway Playhouse](#) recently celebrated their grand opening along The Magnificent Mile at Water Tower Place. GNMAA's President and CEO, John Chikow, attended the festivities, welcoming the theater to the district. An Evening with Sutton Foster debuted at the theater from September 23 - 26, while smash-hit TRACES opens October 26.

Health Information from Northwestern Memorial Hospital

The Bluhm Cardiovascular Institute of [Northwestern Memorial Hospital's Center for Women's Cardiovascular Health](#) is pleased to share important information about cardiovascular disease, the leading cause of death in women. [Click here](#) to download more information.

Evacuation Drill Scheduled for Friday, October 1

The Office of Emergency Management and Communications will be conducting a limited evacuation drill of the Central Business District on Friday, October 1 from 12:00pm - 4:00pm. [Learn more.](#)



Contact Us

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New to The Mile

GNMAA News

Recently Opened

- [Deca Restaurant + Bar](#), The Ritz-Carlton Chicago, 160 E. Pearson (Opened May, 2010)
- [LittleMissMatched](#), Water Tower Place on Level 5, 835 N. Michigan Avenue (Opened May 6, 2010)
- [Space 519](#), The 900 Shops on Level 5, 900 N. Michigan Avenue (Opened May 6, 2010)
- [Karen Millen London](#), The 900 Shops on Level 3, 900 N. Michigan Avenue (Opened May, 2010)
 Reopened as: [Wolfhome by Silk Trading](#) (formerly The Silk Trading Company), The 900 Shops at 900 N. Michigan
- [1969 Jeans](#), 939 N. Rush Street (Opened May, 2010)
- [Hearing Health Center](#), 142 E Ontario, Suite 1100 (Opened May 24, 2010)
- [FreshBerry](#), 211 E. Ontario Street (Opened May 26, 2010)
- [THE OPRAH STORE](#), Water Tower Place, 835 N. Michigan Avenue (Opened May 27, 2010)
- [Hermes](#), 25 E. Oak Street (Opened June 10, 2010)
- [Eatt.](#) 6 W. Hubbard Street (Opened June, 2010)
- [AVA BLACK](#) (replaced SKINSTINCT), Water Tower Place, 835 N. Michigan Avenue (Opened July 5, 2010)
- [Sprinkles](#), 50 E. Walton Street (Opened July, 2010)
- [Frankie's on The Park](#), Water Tower Place, 835 N. Michigan Avenue (Pop-up Open July 15 – August 31)
- [Qdoba Mexican Grill](#), 20 E. Chicago Avenue (Opened July 19, 2010)
- [Francesca's Collections](#), Water Tower Place, 835 N. Michigan Avenue (Opened July, 2010)
- [Three Dog Bakery](#), The Shops at North Bridge, Level 3, 520 N. Michigan Avenue (Opened July, 2010)
- [Café 676](#), Omni Chicago Hotel, 676 N. Michigan Avenue (Opened August 9, 2010)
- [Grami](#), formerly Reagle Beagle, 160 E. Grand (Opened August 11, 2010)
- [*MBurger](#), (2nd location), 5 W. Ontario Street (Opened August 26, 2010)
- [Henri](#), 18 S. Michigan Avenue (Opened August, 2010)
- [Paradise Cantina](#), 1212 N. State Parkway (Opened August, 2010)
- [*Yolk](#), 355 E. Ontario Street (Opened Summer, 2010)
- [Chicago Q](#), 1160 N. Dearborn Street (Opened September, 2010)
- [Nakamol](#), 342 N. Michigan Avenue (Opened September, 2010)
- [Claire's](#) (Pop-up Store), Water Tower Place, 835 N. Michigan Avenue (Open through September 26, 2010)
- [West Coast Leather](#), Water Tower Place, 835 N. Michigan Avenue (Opened September 10, 2010)
- [Balani Custom Clothiers](#), 55 W. Monroe Street (Second location opened September 15, 2010)
- [*White House Black Market](#), 116 E. Oak Street (Opened September 20, 2010)

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Coming Soon

- [Chicago Cut Steakhouse](#), 300 N. LaSalle Street (Opening Summer 2010)
- [Craftsman](#), 233 W. Huron Street (Opening September, 2010)
- [Nick's Fishmarket](#), The Merchandise Mart, north entrance on Franklin (Opening September, 2010)
- [Broadway Playhouse at Water Tower Place](#), 845 N. Michigan Avenue (Opening September 23, 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)
- [*Paris Club](#), 59 W. Hubbard Street (Opening Fall 2010)
- [Hubbard Inn](#), 110 W. Hubbard Street (Opening Fall, 2010)
- [Mastro's](#), 520 N. Dearborn Street (Opening Fall, 2010)
- [AllSaints](#), 700 N. Michigan Avenue (Opening Fall, 2010)
- [Gyu-Kaku Japanese BBQ](#), 210 E. Ohio Street, (Opening Fall 2010)
- [*Proof](#), 1045 N. Rush Street (Opening October, 2010)
- [Vince](#), 106 E. Oak Street (Opening October, 2010)
- [Omega](#), 909 N. Michigan Avenue (Opening November, 2010)
- [*TOPSHOP](#), 830 N. Michigan Avenue (Spring 2011)
- [Roka Akor](#), 111 W. Illinois Street (Opening 2011)
- [Bombay Spice Grill & Wine](#), 111 W. Illinois Street (Opening 2011)
- [Radisson Blu Hotel in Aqua](#), 225 N. Columbus (Opening Fall 2011)
- [Anthropologie](#), 111 E. Chicago Avenue (Opening TBA)
- [Fox and Obel](#), 402 N. Clark Street (Opening TBA)
- [Monnalisa S.p.A.](#), 49 E. Oak Street (Opening TBA)

**New listing*



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Member News

Charter One has been awarded the 2010 Jens Jensen award by the Parkways Foundation during their Eighth Annual Garden Party on September 16, 2010. The Jens Jensen Award was created by Parkways Foundation to recognize those whose contributions have significantly improved and enhanced life in Chicago. Congratulations!

Eli's Cheesecake is heading west! As part of the annual "Chicago LA Link" party, Eli's Cheesecake will be served in California to 400 plus people, including Chicagoans Jeff Garlin, Chris O'Donnell, Nia Vardalos, Joe Mantegna, Virginia Madsen and Jim Belushi.

Congratulations to Richard Melman, founder of Lettuce Entertain You Enterprises for winning the Entrepreneurship Champion award from the Chicagoland Entrepreneurial Center. Richard Melman stated in an article by **Chicago Business**, "I had ideas, and I was told they wouldn't work, but I had to try".

NoMi has been awarded the title of "Best Burger" at the Chicago Gourmet Hamburger Hop. Chef Ryan LaRoche and NoMI beat out 14 of Chicago's best chefs to win the coveted title. The winning "800 Burger" will be served in NoMI for lunch, as well as in NoMI Lounge and NoMI Garden. [Click here](#) for a description of the burger as featured in the *Chicago Tribune*.

Congratulations to Spirit of Chicago for their recent features in the eHow.com article "[Things to Do on Your Birthday in Chicago](#)".

Wirtz Corporation is launching its first recruiting and networking event with intentions to add to its diverse and talented group of employees. Visit the [event web site](#) for more information and to upload resumes.

Congratulations to the following GNMAA members for making it to the finals for The Chicago Convention and Tourism Bureau's "Burnham's Best Awards": **John Hancock Observatory** (Best Chicago Sight), **Garrett Popcorn Shops** (Best Chicago Smell) and Science Storms at the **Museum of Science and Industry** (Best Chicago Touch). Winners to be announced October 4!
Special accolades or member news to share? Email Melanie Mapes a mmapes@gnmaa.com for inclusion in an upcoming Bi-Weekly News.

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GNMAA Calendar

Don't miss these upcoming events! Register now!

September Membership Connection

Wednesday, September 29, 2010 from 5:30pm – 7:30pm
 foodlife at Water Tower Place, 835 N. Michigan Avenue

[Click here to RSVP.](#)

Educational Seminar "Public Relations Tactics and How to Put Them into Practice"

Tuesday, October 12, 2010 from 8:00am - 9:30am
 Neal, Gerber & Eisenberg LLP, 2 N. LaSalle Street, 17th Floor

[Click here to RSVP.](#)

Ladies' Night Out sponsored by University of Chicago Medical Center

Tuesday, October 26, 2010 from 5:30pm - 8:30pm
 Avenue Crowne Plaza Hotel Chicago

[Click here to RSVP.](#)

The Magnificent Mile Charitable Foundation - TRACES

Friday, November 12, 2010 at 8:00pm
 Broadway Playhouse at Water Tower Place, 835 N. Michigan Avenue

[Click here to purchase your tickets.](#)

Save the Date!

The Magnificent Mile Lights Festival® presented by Harris: Saturday, November 20, 2010
December Quarterly Membership Meeting (Luncheon): Thursday, December 16, 2010 at The Westin Michigan Avenue Hotel
Annual Gala: Friday, April 29, 2011 at Swissôtel Chicago

GNMAA News

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Member Special Offers

Make sure to take advantage of these special offers from fellow GNMAA members!

[GNMAA News](#)

*The League of Chicago Theatres

Free Night of Theater

228 S. Wabash Street, Suite 200

October 1 – 31, 2010

The League of Chicago Theatres is partnering with Theatre Communications Group to offer thousands of free tickets as part of Free Night of Theater. Tickets are released every Tuesday throughout the month of October. Tickets go fast, so be sure to check it often!

*Chicago Shakespeare Theater on Navy Pier

Romeo and Juliet

800 E. Grand Avenue

Through November 21, 2010

Come see time timeless classic Romeo and Juliet. For ticket goes under 35 years of age, use promo code "UNDER35" to order tickets for only \$20!

*Horseshoe Casino

Holiday Events

777 Casino Center Drive, Hammond, IN

November 15, 2010 – January 13, 2011

Join Horseshoe Casino for multiple Holiday events!

All In Champagne Brunch for \$42 per person, based on two hour event

Double Down Dinner for \$48 per person

Let it Ride Lunch for \$25 per person

Lucky 7 Cocktail Reception for \$36 per person, based on two hour event

Dealers Choice for \$38 per person.

[Click here](#) to download detailed descriptions of the above events.

*Adler Planetarium

Adler After Dark

1300 S. Lake Shore Drive

Every 3rd Thursday, 6:00 – 10:00pm

Enjoy cocktails and appetizers while overlooking the beautiful city skyline. Adler After Dark is the only time you can peek through the Doane Observatory telescope, the largest telescope in the Midwest accessible to the public.

Exhale Mind & Body Spa

945 N. State Street

Through December 31, 2010

For \$40, one can enjoy a week of unlimited core and yoga classes, \$20 gift towards select spa therapies, 10% off retail purchases and more! If you purchase a membership by the end of the week, you will get \$40 towards a monthly payment. If you purchase one 10-pack of classes by the end of the week you will receive one additional complimentary class. [Click here for restrictions.](#)

China Grill at the Hard Rock Hotel

Lucky 7's

230 N. Michigan Avenue

August 28 – December 31, 2010

Globe Bar is offering \$7 specials all day, every day! Additionally, from 5:30 - 7:30pm enjoy complimentary passed hors d'oeuvres.

Café 676 at the Omni Chicago

15% Discount for GNMAA Members!

676 N. Michigan Avenue

Ongoing

Cafe 676 at the Omni Chicago is excited to be in the neighborhood, and on behalf of Area Managing Director & General Manager, Mike Magnelli, the cafe would like to extend 15% off their bill to GNMAA members! This offer is good for all future visits until further notice. Please inform your server you are from the neighborhood. Discount excludes alcohol. For more information about Cafe 676 and to see a menu, click here.

Le Colonial

Industry Discounts

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937 N. Rush Street
Now - October, 2010; Sunday - Friday

Present this newsletter listing at the Le Colonial bar to receive Industry Discounts including \$6 bubbly and half-priced appetizers*. Valid Sunday – Friday. Expires October, 2010. *Must present newsletter listing upon arrival. Valid at bar only.

The 900 Shops
Special Hotel Packages
900 N. Michigan Avenue
Ongoing

Plan your weekend getaway in style by booking your stay with one of our exclusive hotel partners. The 900 Shops' shopping packages include a \$50 gift card to The 900 Shops, a bag full of goodies from several of our fabulous retailers and much more! [Click here for more information.](#)

Seneca Hotel and Suites
200 E. Chestnut Street

\$129 GNMAA Members Rate
Through - November 30, 2010

The Seneca Hotel and Suites has expanded its special rate for GNMAA members only! Mention your membership to book a suite for \$99/night between NOW and August 31, 2010. OR, book a suite for \$129/night between September 1 - November 30, 2010! To make reservations, please call Dee Dee in the Sales Department directly at (312) 988-4408.

Member Events

Check out what is happening at member businesses this month!

American Girl Place
Memories with Mom
835 N. Michigan Avenue
September 24; October 1, 15; November 11, 12, 19; December 9, 16

Enjoy a tasty meal between mother and daughter. Take home a picture and keepsakes to help remember your special day together! Reservations required. For girls ages 6 and up.

Chicago Architecture Foundation
Elevated Architecture Tour
224 S. Michigan Avenue

The Chicago Architecture Foundation presents Elevated Architecture: A new train tour which explores downtown Chicago from the unique perspective of its famous elevated train system. The trains and platforms are elevated 20 feet over the street, allowing for a view of the city from a unique vantage point. Tour includes a discussion of how the 'L' system developed and the opportunity to see some of the Loop neighborhoods it passes through. For more information, [click here.](#)

**Denotes new offer/event*



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