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# The Magnificent Mile®

NORTH MICHIGAN AVENUE • CHICAGO USA

**THE NATION'S LARGEST HOLIDAY EVENT BOASTS A STAR-STUDED  
WEEKEND OF FESTIVITIES**

***Chicago's Magnificent Mile Lights Festival® presented by Harris kicks off  
the 2009 Holiday Season, November 20-22***

**WHO:** The 18<sup>th</sup> Annual Magnificent Mile Lights Festival® presented by Harris...

**WHAT:** ... will mark the official start of the 2009 Holiday Season with a weekend filled with free holiday activities. Over one million people will travel from all over the U.S. for the nation's very first major holiday kick-off along the World Class Magnificent Mile®! Offering something for everyone, the event will feature a variety of celebrity entertainers, appearances by beloved Disney characters, interactive exhibits and a mile filled with holiday offers at The Magnificent Mile's® famous shops, restaurants and hotels. The Magnificent Mile Lights Festival® presented by Harris procession will commence on Saturday, November 21 at 5:30 p.m. The procession will feature more than 30 spectacular floats, marching bands and other performers, with Mickey Mouse as the grand marshal who will illuminate more than one million lights on 200 trees along The Magnificent Mile®.

This year's Magnificent Mile Lights Festival® presented by Harris also marks the second anniversary of a very special program. Sunday, visitors can contribute to *The Extra Mile: Acts of Kindness to Start the Holiday Season*. Participating shops, restaurants and hotels will host activities and offer deals all day that will benefit a variety of local, regional and national charity organizations.

For a complete schedule and a list of activities and holiday offers, visit [www.themagnificentmile.com](http://www.themagnificentmile.com).

**WHERE:** One of the Great Avenues of the World...  
...**North Michigan Avenue, Chicago, IL**

**WHEN:** ***Friday, November 20***  
Guests can settle in and begin to take advantage of all of the holiday deals and offers listed in their Holiday Activity Guide from area restaurants, shops and hotels.

***Saturday, November 21***

**11 a.m. – 7 p.m.:** Lights Festival Lane at Pioneer Court is open with live entertainment and dozens of family friendly activities.

**5:30 p.m.:** The Magnificent Mile Lights Festival® presented by Harris procession begins

**6:55 p.m.:** Fireworks display over the Chicago River at Michigan Avenue and Wacker Drive.

***Sunday, November 22***

Day-long shopping and dining deals benefiting a variety of charities as part of The Extra Mile program

**Editors Note:** High resolution images and interviews with Magnificent Mile Lights Festival® presented by Harris representatives available upon request.

**The Greater North Michigan Avenue Association (GNMAA)**

GNMAA is a private, non-profit membership organization with a mission of preserving, promoting, and enhancing one of Chicago's most unique neighborhoods. Its 810 members include real estate properties, retailer, hotels, entertainment establishments and institutional and residential properties.