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Weekly News Stories

Volunteers Needed for Massive Tulip Bulb Giveaway

The Magnificent Mile is hosting its first ever [Tulip Bulb Giveaway](#) on Friday, June 4, 2010, at Pioneer Court giving away tens of thousands of Magnificent Mile tulip bulbs FREE to guests of Michigan Avenue. The bulbs have been donated by commercial properties and are being coordinated for distribution in partnership with Moore Landscapes and fellow GNMAA landscapers.

We cannot do this without your help! Volunteers are needed on June 4 to pre-package the bulbs and help hand them out to Michigan Avenue guests. Available shifts are 8am – 10am, 10am – 12pm, 12pm – 2pm and 2pm – 4pm, with the highest concentration of volunteers needed from 8am – 10am. The more, the merrier, so bring your whole crew! If you are available to help or have any questions, please contact Rachel Ooms at rooms@gnmaa.com or (312) 344-2319.

Help Us Promote YOUR Business This Summer!

GNMAA's summer marketing campaign, [Gardens of The Magnificent Mile®](#), begins June 21 (first day of summer) and continues through September 6, 2010 (Labor Day). The campaign's tagline, "A Magnificent Summer" celebrates all things summer – beautiful parkway gardens, the return of the Walgreens Summer Concert Series, Chicago summer getaways, alfresco dining, outdoor activities and so much more! Help us promote YOUR summer-themed activities for 2010 by filling out and submitting a [participation form](#) to Melanie Mapes at mmapes@gnmaa.com. [Visit GNMAA's marketing page](#) or contact Melanie at (312) 344-2317 to learn more.

A Fine Evening of Rock and Roll Proportions

More than 900 guests attended last Friday's black tie event "Rock The Mile in Style" at the Fairmont Chicago Millennium Park. Highlights of the evening included gaming tables from Horseshoe Casino at the reception with the chance to win a VIP experience, a new [silent auction](#) that allowed guests the opportunity to bid on exclusive experiences, vivid rock-and-roll themed décor from Tamar Productions Inc., a delicious dinner followed by mouth-watering dessert stations and of course, an evening of dancing the night away.

Guests of the Gala received a pair of stemless wine glasses from Tiffany's & Co. (Style on The Mile tables only), a one-year Sky High Pass to the John Hancock Observatory, a collectible guitar pick from Cheap Trick's 30th Anniversary concert in Budokan Japan and a goodie bag with treats from The Signature Room at the 95th and Garrett's Popcorn.

GNMAA would like to express a significant thank you to the sponsors of GNMAA's 2010 Gala, including presenting sponsor John Hancock Observatory, Fairmont Chicago Millennium Park, Horseshoe Casino, Tiffany & Co., Tamar Productions Inc., Stacy Sweat Designs, PSAV, The Signature Room at the 95th, All Events Photography, Garrett Popcorn Shops, Chicago Marriott Downtown Magnificent Mile, Frankie's 5th Floor Italian Restaurant and Pizzeria, Hyatt Regency Chicago, Lavazza Espresso and The Eli's Cheesecake Company. In addition, thank you to all the [guests who purchased a ticket or table or who donated financially to the event](#) – we are grateful for your generous support! Finally, to Lee Golub (Golub & Company), Chair of the Gala, Grant DePorter (Harry Caray's Restaurants) and Holly Agra (Chicago's First Lady Cruises), Vice Chairs and the entire committee, thank you for your time and talent in throwing one of the best parties of the year!

If you attended GNMAA's 2010 Gala, please take a moment to provide us with your feedback by completing a [brief survey](#). Thank you in advance!



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Neighborhood News

Upcoming Street and Sidewalk Closures

Closure of Illinois Street between Fairbanks and McClurg

Wednesday, May 26 from 9:30am - 10:00pm:

The Karate Kid Red Carpet Premier at AMC River East, 322 E. Illinois Street

Closure of Erie Street between Michigan Avenue and Rush Street

Saturday, May 29 through Monday, May 31

Ritz Carlton Residences Construction Project Tower Crane

Street Closure Schedule:

-May 28: At 8:00am barricades will be installed to close off Erie Street from Rush Street to Michigan Avenue. The street will be closed to thru-traffic. During this time the barricades will be reworked around the jobsite and the assist crane will be set up on Erie Street to ensure completion within the scheduled dates.

-May 29-30: An assist crane will be set up on Erie Street and will be used to install the construction tower crane within the construction project site.

-May 31: To be used as a make-up day in the event that there is a delay due to weather or in the set up process.

Bike to Work Week

The Active Transportation Alliance invites you to jumpstart your day with a two-wheeled commute! Bike to Work Week is June 12-18. Register your company for Bike to Work Week and see just how healthy your office can be. [Visit their website.](#)

German Film Crew Taping on The Magnificent Mile

A two-person German film crew will be visiting Chicago between May 23 – 28, to film four short travel videos on Chicago. You may see them filming in The Magnificent Mile neighborhood. The videos are for “Ratgeber Reise,” a Travel Advisor program on public national television network in Germany and has an audience of more than 1,000,000 viewers.





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New to The Mile

Recently Opened

- [Harry Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
 - [Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Opened March 1 – 31)
 - [M Burger](#), part of Tru Restaurant at 676 N. St. Clair Street (Opened March 11, 2010)
 - [Columbia Sportswear](#), 830 N. Michigan Avenue (Opened March 12, 2010)
 - [Al Primo Canto](#), 749 N. Clark Street (Opened March, 2010)
 - [Leonidas](#), 59 E. Chicago Avenue (Opened March, 2010)
 - [Benny's Chophouse](#), 444 N. Wabash Avenue (Opened April 1, 2010)
 - [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opened April, 2010)
 - [Sable Kitchen and Bar](#), Hotel Palomar, 505 N. State Street (Opened April, 2010)
 - [Sofia](#), 72 E. Oak Street (Opened April, 2010)
 - [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opened April, 2010)
 - [Teavana](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opened April 29, 2010)
 - [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

Coming Soon

- [Hermes](#), 25 E. Oak Street (Opening May 25, 2010)
- [Sprinkles](#), 50 E. Walton Street (Opening after Memorial Day)
- [Eatt](#), 6 W. Hubbard Street (Opening June, 2010)
- [Magisto Cut Steakhouse](#), 300 N. LaSalle Street (Opening Summer 2010)
- [Mastro's](#), 520 N. Dearborn Street (Opening Summer 2010)
- [AllSaints](#), 700 N. Michigan Avenue (Opening Fall, 2010)
- [Broadway Playhouse at Water Tower Place](#), 845 N. Michigan Avenue (Opening Fall, 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)
- *[Radisson Blu Hotel in Aqua](#), 225 N. Columbus (Opening Fall 2011)
- [Anthropologie](#), 111 E. Chicago Avenue (Opening TBD)

*New listing

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Member News

GNMAA News

Congratulations to [Comfort Suites - Michigan / Avenue Loop](#) on celebrating their one-year anniversary this May! GNMAA Members are invited to celebrate with them at their Anniversary Party on Tuesday, May 25 from 4:30pm – 7:00pm in the hotel's Penthouse (320 N. Michigan Avenue).

GNMAA and The Magnificent Mile in the News: [CBS 2](#), Newsradio 780 (WBBM-AM) *Special accolades or member news to share? Email Melanie Mapes a mmapes@gnmaa.com for inclusion in an upcoming Weekly News.*

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BUILD YOUR BUSINESS



Participate in [Gardens of The Magnificent Mile](#) with a summer-themed offer or event. Promotion on www.themagnificentmile.com, consumer eblasts, social media, PR efforts and more. [Download a participation form.](#)



Take advantage of the below opportunities and showcase your business on TheMagnificentMile.com!

Complimentary Website Listing

Is your listing current? Is your description search-friendly? [Download a form](#) to submit your updated listing today.

Photo Enhancement Upgrade

Enhance your complimentary website listing with a photo for \$100/year. That's less than \$9/month! Email your photo to Melanie Mapes at mmapes@gnmaa.com and request a "photo enhancement upgrade."

Meeting/Events Listing

Would your business benefit from a meeting and event planner audience? If "yes", consider listing your business on the Meeting/Events page. For \$250/year, enjoy a photo and expanded listing. Download a form to learn more: [Hotels](#), [Attractions](#), [Restaurants/Banquets](#), [Shopping](#), [Tours](#), [Event Space](#), [Event Services](#).

Multiple Listings

Does your business fit into multiple categories and you want to make sure to capture all interested viewers? Increase your exposure with multiple listings. Additional text listings \$150; with photo, \$250. Email your request to mmapes@gnmaa.com.

Advertising

NEW opportunity! Sign up to advertise on the new TheMagnificentMile.com with a banner ad on the page of your choice. Limited space available! [Download a form](#) to learn more.

The Magnificent Mile Newsletter, Hotspot, Facebook and Twitter

Have an event or special offer you want to share with consumers? Submit your activities to Melanie at mmapes@gnmaa.com to be considered for complimentary inclusion in the quarterly The Magnificent Mile newsletter, the Hotspot page or social media.

Reciprocal Link to TheMagnificentMile.com

Help expand the reach of TheMagnificentMile.com with reciprocal links. Put the above logo on your website to link back to www.themagnificentmile.com.

"Culture on The Magnificent Mile" 2010 Press Kit

Thank you to everyone who submitted their cultural packages, special offers and events for 2010! Don't forget to send yours in! All submissions due for the 2010 press kit NOW. Email to Melanie Mapes at mmapes@gnmaa.com. Questions? Contact Melanie at 312-344-2317.

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Contact Us

The Greater North Michigan Avenue Association (GNMAA)
 625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611
 p: 312.642.3570 f: 312.642.3826



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GNMAA Calendar

Don't miss these upcoming events! Register Now!

Educational Seminar: "Employees Do Use Social Networking Sites: Facing the Reality and Dealing With It"

Tuesday, May 25, 2010

8 - 9:30am

Neal, Gerber & Eisenberg LLP
 2 N. LaSalle Street, 17th Floor

[Click here for more details.](#)

[Click here to RSVP.](#)

The Magnificent Mile Tulip Bulb Giveaway

Friday, June 4, 2010

10am – 3pm

Pioneer Court, 401 N. Michigan Avenue

[Click here for more details.](#)

The Annual Golf Outing

Monday, June 21, 2010

Bolingbrook Golf Course

[Click for more details.](#)

[Click here to download an RSVP form.](#)

Save the Date!

June Membership Luncheon: Thursday, June 24, 2010

Annual GNMAA Cruise: August 10, 2010

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Member Special Offers

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

*Tulips on The Magnificent Mile Member Special Offers



- Free painter with purchase from The ABL Group
- Mix-and-match lunch at Lawry's The Prime Rib for \$12
- A spa and afternoon tea escape at The Spa at Four Seasons Hotel Chicago
- Plus more!

[Click here](#) for spring special offers from member businesses!

MARKETHOUSE

Midweek Madness! On Wednesday, enjoy 1/2 price bar menu and 1/2 price martinis, all night, all brands. On Thursday, enjoy half priced wine every Thursday. Simply purchase an entrée and choose any bottle of wine for half price, full and half bottle selections.

Seadog Cruises

Chicagoans are invited to bring their dogs on their lakefront joyride—dogs cruise free on the Seadog! Seadog experiences include the Lakefront Speedboat Ride, Extreme Thrill Ride, Fireworks Speedboat Cruises and Architectural Tour Cruises. Prices range from \$19.95 - \$31.95 for adults and \$14.95 – \$19.95 for children ages 4-12. Subject to availability. [Click here for more details.](#)

Seneca Hotel and Suites

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

The Silk Thumb

The Silk Thumb is offering GNMAA members 15% of any corporate floral or plant installation through May 31, 2010. Call to make a corporate consultation at (847) 432-7171. GNMAA member Julie Carbonara will come out to create a new cost effective design for your business.

Member Events

Check out what is happening at member businesses this month!

*Comfort Suites - Michigan Avenue / Loop

One-year Anniversary Party

320 N. Michigan Avenue

Tuesday, May 25, 4:30pm – 7:00pm

Come celebrate with Comfort Suites - Michigan Avenue / Loop their one-year anniversary of being open on Tuesday, May 25 in their Penthouse.

The Center for Creative Aging at Harold Washington College

2010 Spring Lecture Series: "So We'll Live to be 100...Now What?"

30 E. Lake Street, Rm 1136

Begins May 27

This FREE series addresses the fact that Americans are living longer, healthier lives, prompting many in their 60's, 70's and beyond to contemplate future careers. [Click here for more details.](#)

*Denotes new offer/event

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Urban Meadows

Olville Ocasio, Manager
120 S. LaSalle Street
(773) 537-3600

www.urbanmeadows.com

Florist

May AnniversariesCelebrating 56 years!

Woman's Athletic Club

22 years

Fairmont Chicago Millennium Park

21 years

Garrett Popcorn Shops

19 years

Where

18 years

Chicago Place
Driehaus Capital Management LLC
Lester Lampert Inc.

17 years

ABM Janitorial
Harry Caray's Italian Steakhouse
Lawson House YMCA
Security Management Investigations, Inc.

16 years

Hard Rock Cafe
O'Brien's Restaurant

15 years

Paul Stuart
Mesirow Financial
The Building Group, Inc.

14 years

Today's Chicago Woman
Burberry

12 years

Smith & Wollensky
Hyatt Regency Chicago
Kenig, Lindgren, O'Hara, Aboona, Inc.

11 years

Burnham Nationwide
Radio Disney/AM 1300
Homewood Suites By Hilton - Chicago

10 years

NORDSTROM Michigan Avenue
Healy Construction Services, Inc.
CBS Outdoor
The Leading Hotels of the World

Three years

Pizano's Pizza & Pasta
Consulate General of the Czech Republic
Old Plank Antiques on Huron

Two years

Fleming's Prime Steakhouse & Wine Bar
Fresh Market At Fairbanks Prentice Women's Hospital
Softline Studios, LLC

One year

The ABL Group
Intrax International Institute
Drapery Connection
Park One, Inc.