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Weekly News Stories

Eight Exclusive Silent Auction Packages for Gala Announced

NEW for 2010, GNMAA's Annual Gala will feature an exclusive silent auction with experiences typically not available for purchase. [Download full package details here.](#) Highlights include:

- * **Chicago Cubs** once in a lifetime at Wrigley with the legendary Ernie Banks
- * **Transformers 3** behind the scenes exclusive
- * **Lookingglass Theatre** walk-on role
- * **2011 Masters Golf Tournament** dream trip for two
- * **"Suite Home Chicago"** pairs Chicago's First Lady Cruises and Fairmont Chicago Millennium Park
- * **Walt Disney World® Resort** ultimate vacation package
- * **Heavenly Queen Bed Mattress Set**
- * **Party like a rock star** with an autographed guitar and concert tickets

Plan your bidding NOW for Friday night! **Those not present Friday can still bid!** [Download a proxy bid form here.](#) All proxy bid forms must be received before Thursday, May 13 at 5pm and can be sent to Polly Olson at polson@gnmaa.com.

Tulips Campaign Reaches 36 Million and Counting

This year's [Tulips on The Magnificent Mile](#) has stirred up a flurry of PR activity, generating more than 36 million impressions over TV, print and web. The tulips campaign and its activities were featured on ABC7, NBC Chicago, CBS 2, FOX Chicago, WGN-TV, CLTV, msnbc.com, *Chicago Tribune*, *KEY: This Week in Chicago* and more. Tulips on The Magnificent Mile continues through May 31 with special offers and activities inside member businesses, photography contests and an upcoming Tulip Bulb Giveaway.

Chicago Sun-Times: Police chief: U. of Iowa doctor 'embarrassed' city with claim of false attack on Riverwalk

Chicago Police Supt. Jody Weis lashed out at a University of Iowa physician who allegedly stabbed himself and then claimed he was mugged on the downtown Riverwalk. [Read the full story from Chicago Sun-Times.](#)

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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)

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)
- Chicago 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)
- [Anthropologie](#), 111 E. Chicago Avenue (Opening TBD)

*New listing

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Member News

Congratulations to the following members who were honored with a 2010 award from [Friends of Downtown](#):

[US Equities' French Market](#) and [Hotel Felix](#) (Welcome to Downtown)

[Wendela's Water Taxis](#) (Life Boat)

[Chicago Architecture Foundation's Model City](#) and [ROOF at theWit](#) (Coolest Things)

Oprah's Season 24 Kick-off Party (Best Celebration)

[The Art Institute of Chicago's Modern Wing](#) (Best New Cultural Space)

[Trump International Hotel & Tower](#) (Best New Building)

[Magellan Development Group's Aqua](#) (Best Ripple Effect)

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



Promote Your Business During Tulips on The Magnificent Mile

Spring is in the air and the tulips are peeking through the ground in anticipation of [Tulips on The Magnificent Mile®](#), May 1 - 31, 2010. Help us promote YOUR business as a part of this spring celebration! Create a special offer or event centered around the Tulips theme, or submit a pre-existing activity to be considered for inclusion in the Tulips campaign.

[Download a form](#) to submit your activity now, or visit the [Marketing Page](#) on GNMAA.com for more information (see "Get Involved"). Submissions due by April 21, 2010!

Make sure to check out what's blooming on The Magnificent Mile this spring! Visit www.themagnificentmile.com for details.

Tulips on The Magnificent Mile Sweepstakes – Highlight Your Business

Looking for a fun and unique way to promote your business? Participate in one of our four Tulips Sweepstakes and highlight your business this spring! [Learn more](#).



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

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[back to www.themagnificentmile.com](http://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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GNMAA Calendar

Don't miss these upcoming events! Register Now!

THIS WEEK!

2010 Annual Gala

Friday, March 14, 2010

6:30pm Cocktails/8:00pm Dinner/9:00pm Dancing & Dessert

Fairmont Chicago Millennium Park

200 N. Columbus Drive

[Click here for more details.](#)

[Click here to RSVP.](#)

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 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



- 2 for 1 admission to the Museum of Contemporary Art
- Complimentary John Hancock Observatory Pass with purchase at Hot Tix
- Tulips package at the Doubletree Chicago Magnificent Mile with parking and dining credit
- Springtime savings at Extreme Organizing
- 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!

Chiaroscuro

21st Annual Teapot Show
835 N. Michigan Avenue
April 5 - May 18, 2010

Check out more than 70 cute, clever and crazy teapots from artists in the US, Canada, England, Israel and India. Great Mother's Day gifts! [More information.](#)

Chicago Children's Museum

Move

Navy Pier
Now through May 16

Run, romp, skip, and scamper into the ultimate indoor adventure! Move features a host of unique, large-scale components you can twist, turn, and connect to create a space just right for any activity. Work on your own or with others to construct a one-of-a-kind indoor playscape. Will it be an obstacle course? Maybe it's a spaceship. With limitless combinations and endless possibilities, each visit is sure to be even more exhilarating than the last! This experience is sure to challenge your mind and body!

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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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Just for Fun

Calling all shutterbugs! Did you take photos of The Magnificent Mile Floral Carpet or Market? Submit your photos and be entered to win this week's **[Tulips on The Magnificent Mile Photography Contest!](#)**

Need some inspiration? Check out our tulips photos on **[Flickr!](#)**

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