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FOR IMMEDIATE RELEASE

CHICAGO'S FIRST LADY CRUISES JOINS GREEN INITIATIVES IN TRADE SHOW, ASSOCIATION AND CONVENTION BUSINESS

Green complements Elegance for Private Dockside Receptions, Major Lakefront Party Cruises and Unique Exhibitor Showcases

CHICAGO –*Chicago's First Lady Cruises* has expanded its role as a long-time steward of Chicago's waterways with green initiatives to complement similar goals in the professional meeting industry, thereby enhancing the special event experiences of exhibitor cocktail cruises, product showcases and introductions, client entertaining, as well as V.I.P. Board dinners.

From the lush, naturally cool landscaped Riverside Gardens dock with its annual Monarch Butterfly Garden to its commitment to use 11% biodiesel fuel, *Chicago's First Lady Cruises* also embraces a comprehensive program to recycle used oil, engine batteries, beverage containers, cardboard, and paper. Brochures are printed on recycled paper and architecture river cruise maps are recycled as guests disembark. The company also promotes the use of public transportation by staff and crew and uses environmentally safe cleaning solutions and low-flush toilets on its three vessels: the flagship 225-passenger *Chicago's First Lady*, 100-passenger *Chicago's Little Lady* and 125-passenger *Chicago's Fair Lady*

The fleet is conveniently docked at Riverside Gardens at the lower level and southeast corner of the Michigan Avenue Bridge and Wacker Dr., within walking distance to the hotels on Chicago's "Magnificent Mile," just three blocks north of Millennium Park. Motorcoach and limousine arrivals and departures can be accommodated in an area adjacent to the dock.

Additional docking is available at McCormick Place and Navy Pier as well as the back promenade at the Sheraton Chicago Hotel and Towers. Dockside receptions for exhibitor entertaining are also available and allow the host to offer guests flexible arrival and departure times, enabling a comfortable flow to the event.

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CHICAGO'S FIRST LADY CRUISE FOR ELEGANT EVENTS

Add one

Chicago's First Lady Cruises capitalizes on Chicago's world-renowned sights delivering memorable one-of-a-kind events for its clients with the appeal of a private luxury yacht offering the evening allure of Chicago's world-famous sparkling skyline; captivating Lake Michigan sunset cruises; stunning tours of Chicago River's "grand canyon" of skyscrapers at night and Chicago's summer fireworks spectacles.

The custom-designed CFL yachts feature both open-air upper decks and elegant climate-controlled carpeted salons decorated in hunter green and burgundy with brass and mahogany-toned accents. Upholstered chairs and round bistro tables are positioned throughout, allowing guests panoramic views of Chicago's lakefront through large oblong windows. Each vessel has a galley kitchen and restrooms. Full-service bars feature organically grown coffee. Chairs are also available on the upper deck to expand seating capacity. An additional full-service bar on the upper decks are available.

Chicago's First Lady's 20' X 50' salon can seat up to 75 guests for a formal dinner or accommodate a total of 225 guests for larger events. Seated buffet dinners aboard *Chicago's Little Lady* and *Chicago's Fair Lady* can range from 10 to 60 with a total reception-style capacity of 100 or 125 guests.

At 48 feet, the mahogany beauty *Lady Grebe* is the smallest member of *Chicago's First Lady Cruises* with capacity for two to six passengers. Her convenient Burnham Harbor dock location is appealing to McCormick Place attendees who desire a more intimate private venue to entertain important clients with either a gourmet lunch during a trade show; a sunset cocktail cruise; a dinner cruise; or, as with one recent *Lady Grebe* client, a dockside "floating trade show booth" to unveil future products to key clients.

The graceful 1961 Chicago-bred *Lady Grebe* is built on a double-planked mahogany hull with a white oak frame and teak fore and aft decks. Features include paneled salons, large staterooms, tiled baths, Bose- CD/radio system, a full galley, and crew facilities.

Chicago's First Lady Cruises partners with some of Chicago's top catering companies to create the precise tone for each event. *Custom Catering by Jimmy Bannos*, *The Entertaining Company*, and *Harry Caray's Catering & Events*, offer a wide array of custom and innovative menus from casual to upscale, reflecting the desired mood and geared toward specific tastes and budgets. They also work closely with clients to highlight the focus of the event, whether it is a special product introduction or to creatively incorporate the company's food products or logo in the culinary display. Early morning breakfast and late night Eli's Cheesecake dessert cruise options offer groups value pricing options.

Chicago's First Lady Cruises is also the official partner with the Chicago Architecture Foundation (CAF) for its critically-acclaimed Architecture River Cruise which it offers by special arrangement with commentary by a CAF-certified volunteer docent as an exclusive cruise amenity. A portion of the fee directly supports CAF educational and public programs.

CHICAGO'S FIRST LADY CRUISE FOR ELEGANT EVENTS

Add two

Chicago's Fireworks Cruises are available Wednesday evenings at 9:30 pm and Saturday evenings at 10:15 pm. The three-hour minimum cruise offers an opportunity to dine, socialize and toast a successful trade show or meeting with the lakefront as the background, full of thousands and thousands of twinkling skyline "stars."

Electronic amenities include a complimentary iPod digital sound system with more than 1,000 musical choices. Each vessel can also accommodate personal iPod systems. *Chicago's First Lady's* salon features a baby grand piano. *Chicago's Fair Lady* and *Chicago's Little Lady* feature handicapped restrooms. A complimentary guest check-in table can be provided for each client. There is no guest minimum for private charters.

Crews for the vessels include a licensed captain, first mate, bartender, cruise director and food and beverage manager. The vessels are inspected annually by the United States Coast Guard and carry lifesaving equipment for 100% of passenger capacity. Chicago's First Lady Cruises is certified by the City of Chicago as a WBE woman-owned business.

To reserve a cruise date, contact a personal cruise coordinator at 847-358-1330 or at chartersales@cruisechicago.com. For more information, please visit our Web site: www.cruisechicago.com