



CHICAGO  
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CENTER

## FOR IMMEDIATE RELEASE

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### Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady Launches 2019 Season on March 30

Number one rated tour in Chicago announces 2019 schedule departing from the Chicago Riverwalk

**CHICAGO**, March 20, 2019 – [Chicago's First Lady Cruises](#) and the [Chicago Architecture Center \(CAC\)](#) have announced the 2019 schedule for Chicago's #1 rated tour: [Chicago Architecture Foundation Center \(CAFC\) River Cruise aboard Chicago's First Lady](#). The world-renowned tour, which begins daily departures on Saturday, March 30, has inspired both Chicagoland residents and visitors with the city's rich architectural history for decades.

Ranked the #1 tour in Chicago based on [TripAdvisor user reviews](#), the CAFC River Cruise is the most in-depth, authentic architecture river cruise available and is the only one led by CAC-certified volunteer docents, who share the secrets and stories behind more than 50 significant buildings and the legendary architects who created them, educating guests about the city's wide variety of architectural styles like neo-classical, art deco, postmodernism and more. This year marks the 26<sup>th</sup> anniversary of the partnership between the CAC and Chicago's First Lady Cruises.

The 90-minute tour, which glides across all three branches of the Chicago River, is lauded as the best way to see world-famous architecture in Chicago, the birthplace of the skyscraper, with panoramic views that simply cannot be seen by foot. In 2018, Reader's Digest named the tour one of the top seven most breathtaking river cruises around the world.

Additional CAFC River Cruise offerings include the Capture Chicago Photography Cruise on summer Saturdays and Sundays, which is designed with photographers in mind by pausing three times throughout, allowing guests to capture some of Chicago's finest architectural wonders in all their detailed, dazzling glory. The Twilight River Cruise, which runs summer Sundays through Fridays, offers guests stunning views of Chicago against the backdrop of a colorful, serene sunset.

In fall 2018, the CAC opened its new home at 111 East Wacker Drive, just above the docking area of the CAFC River Cruise, thus creating "Chicago's architecture corner," where all design discoveries begin. Guests can learn more about the city's rich architectural history by choosing the Combination ticket and adding \$5 to their cruise admission to discover the CAC's fascinating exhibits and supersized scale skyscraper models.

All cruises depart from the southeast corner of Michigan Avenue and Wacker Drive and offer unparalleled, Instagram-worthy photo opportunities. Guests enjoy the experience with comfortable open-air top deck seating, with 360-degree views of Chicago's glittering skyscrapers, and include climate controlled interior salons with large oblong windows, upscale restrooms and full-service bars. Chicago's First Lady Cruises' fleet of six [passenger yachts](#), recently named by [Illinois Meetings + Events](#) readers as a top Illinois venue on the water, also offers a memorable setting for private weddings, corporate events and other special occasions for groups of two to 250.

CAFC River Cruise times vary throughout the season:

- The opening schedule lasts from March 30 – April 11 and offers cruises from Monday –Sunday at 10 a.m., 12 p.m., 2 p.m. and 4 p.m.
- Early spring cruises run daily from April 12 - May 2 and depart at 10 a.m., 12 p.m., 1 p.m., 2 p.m., 3 p.m. and 4 p.m. Additional cruises depart at 11 a.m. on Thursday – Sunday and 5 p.m. on Friday – Sunday.
- Late spring cruises run daily from May 3 - May 16 and depart every hour from 10 a.m. to 4 p.m. Additional cruises depart on Thursday at 5 p.m. and Friday – Sunday at 9:30 a.m. 11:30 a.m., 1:30 p.m., 3:30 p.m. and 5 p.m.
- Summer cruises run daily May 17 - Oct. 14 and depart Monday – Thursday at 10 a.m., 11 a.m., 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m., 5:30 p.m., 7:30 p.m. and every half hour from 9:30 a.m. – 4 p.m., 5 and 5:30 p.m. Friday - Sunday. Additional cruises depart at 11:30 a.m. on Thursday, 1:30 p.m. and 3:30 p.m. on Monday and Thursday, 9 a.m. on Saturday and Sunday, and 7:30 p.m. on Friday and Sunday.
  - The Capture Chicago Photography Cruise runs on Saturday and Sundays only at 9:00 a.m.
  - Twilight Cruise runs at 7:30 p.m. Sunday – Friday only.
- Early fall cruises run daily Oct. 15 – Nov. 3 and depart at 10 a.m., 12 p.m., 1 p.m., 2 p.m. and 3 p.m. with additional cruises Friday – Sunday at 11 a.m., 11:30 a.m., 1:30 p.m., 3:30 p.m., 4 p.m., 5 p.m. and 5:30 p.m.
- Late fall cruises run daily from Nov. 4 – Nov 24 and depart at 10 a.m., 12 p.m., 2 p.m. and 4 p.m., with additional cruises departing at 11 a.m., 1 p.m., 3 p.m. and 5 p.m. on Friday – Sunday.

Chicago Architecture Center:

- Chicago Architecture Center exhibits are open every day from 9:30 a.m. to 5:00 p.m.

For more information on Chicago's First Lady Cruises or the Chicago Architecture Center please visit [CruiseChicago.com](#) or [Architecture.org/cruise](#).

### **Boarding Location and Details**

The CAFC River Cruise aboard Chicago's First Lady departs from the southeast corner of the Michigan Avenue Bridge at Wacker Drive just three blocks north of Millennium Park. A blue awning marks the entrance to the stairway leading to the Chicago Riverwalk docking area. Discounted self-park is located at 111 East Wacker Drive. Guests with limited mobility may find an ADA ramp located at State Street and Wacker Drive, and limited mobility drop-off directions can be found at [CruiseChicago.com](#).

### **Ticket Information**

Tickets are \$44.48 plus tax for the daytime river cruise and Capture Chicago Photography Cruise, and \$49.21 plus tax for the Twilight River Cruise. A portion of each ticket sale supports CAC's educational mission.

Guests can choose the Chicago Architecture Center Combination ticket by adding \$5 to their cruise admission at time of purchase for exclusive access to the Chicago Architecture Center, saving \$7 off full-priced admission. Guests may visit the Chicago Architecture Center any time within 7-days following their cruise. Standalone tickets for the Chicago Architecture Center are \$12 for adults, \$8 for Student (with ID), free for children under five.

Tickets can be obtained the following ways:

- bypassing the box office with e-ticket purchases at [ticketmaster.com/rivercruise](http://ticketmaster.com/rivercruise) (highly recommended option due to tour popularity)
- in-person at Chicago's First Lady Cruises' dockside box office, 112 E. Wacker Dr., Riverwalk level
- in-person at Chicago Architecture Center's box office, 111 East Wacker Drive - 1 block east of Michigan Avenue
  - by phone at 1-800-982-2787 (within the U.S.) or 011-949-333-4001 (outside the U.S.)

Groups of 10 or more may reserve in advance by contacting the Group Sales Department at [grouptours@architecture.org](mailto:grouptours@architecture.org) or by calling 312-322-1131. Chicago's First Lady Cruises' fleet of yachts may be chartered on a private basis complete with custom food, beverage and a docent-led tour. More information can be found at [CruiseChicago.com](http://CruiseChicago.com) or by calling 847-358-1330.

## Visuals

High-resolution photos and broll of the CAFC River Cruise can be found here:

<https://www.dropbox.com/sh/q7hdob2rkst03ei/AAA51IXS5OOvjwbZ9Q8BZSF0a?dl=0>

<https://www.dropbox.com/s/5pashnrbtolk0ac/Chicago%20Architecture%20Foundation%20Center%20River%20Cruise%202018.mp4?dl=0>

High-resolution photos of the CAC can be found here:

<https://caf.box.com/s/txbos6hv01tsro3fakajcmrz5k3qq3>

High-resolution photos of Chicago's First Lady Cruises' private charters can be found here:

<https://www.dropbox.com/sh/uq3ko6hjb1cu0ll/AACuQEJYv2wszu81JCtFfd-a?dl=0>

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## About Chicago's First Lady Cruises

Docked on Chicago's vibrant Riverwalk, Chicago's First Lady Cruises is a critically-acclaimed Chicago experience that connects Chicagoland residents and visitors alike to the city's rich history and breathtaking beauty through the official Chicago Architecture Foundation Center River Cruise and as a first-class venue for private events. For more than 80 years, Chicago's First Lady Cruises and its sister company, Mercury, Chicago's Skyline Cruiseline, have been a cornerstone of Chicago's vibrant Riverwalk. Both cruise lines are fourth-generation family-owned and operated, and committed to enviro-friendly practices for continued sustainability. All six of Chicago's First Lady Cruises luxury yachts are available for private charter cruising and special events. For more information and for cruise schedules, visit [CruiseChicago.com](http://CruiseChicago.com) or call 847-358-1330.

## About CAC

The Chicago Architecture Center (CAC), formerly the Chicago Architecture Foundation (CAF), is a nonprofit organization dedicated to inspiring people to discover why design matters. As an education leader in architecture and design, The CAC is a hub for everything architecture in Chicago offering tours, programs, exhibitions, field trips, curricula and online tools that are part of a dynamic learning journey for all ages.

Proceeds from CAC's tours and store, as well as grants, sponsorships and donations, support this educational mission. For more information, visit [www.architecture.org](http://www.architecture.org).