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## Chicago's First Lady Cruises 2018 Fact Sheet

### About Chicago's First Lady Cruises

- This year marks the 25<sup>th</sup> anniversary of Chicago's First Lady Cruises and the Chicago Architecture Center (CAC)'s – formerly known as the Chicago Architecture Foundation (CAF) – partnership connecting Chicago locals and visitors to the city's rich architectural history through the official Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady.
- The CAFC River Cruise aboard Chicago's First Lady is the #1 ranked tour in Chicago based on TripAdvisor user reviews.
- Guests often praise the cruise as the best way to see Chicago's world-famous skyscrapers in their entirety and at angles that cannot be seen by foot.
- The 90-minute boat cruise is the most in-depth architecture river tour available. They include interpretations by passionate CAC-certified volunteer docents of more than 50 buildings along the Chicago River, as well as insights into the city's rich architectural history.
- CAC-certified docents undergo nearly 100 hours of rigorous training through the CAC.
- The Twilight River Cruise occurs at sunset and provides guests the traditional daytime cruise experience in a serene atmosphere.
- The Capture Chicago Photography Cruise is a docent-led tour available for photographers throughout the summer that includes three pauses throughout the cruise for prime photography opportunities.
- Tours include views of iconic buildings including: Tribune Tower, Wrigley Building, Marina City, Merchandise Mart, Civic Opera House, Aqua Tower and newer buildings such as 150 N. Riverside tower completed in 2016.
- Each vessel offers comfortable open-air seating and climate controlled interior salons with large oblong windows, upscale restrooms and full-service bars.

### Pricing and location

- Tours depart from Michigan Avenue on the Chicago Riverwalk at the dock with the blue awning (112 E. Wacker Dr.), just three blocks north of Millennium Park.
- The dock is located conveniently near the Chicago Architecture Center (111 East Wacker Drive), a brand-new world-class gateway connecting visitors and locals with all things Chicago architecture.
- Discount parking available across the street at 233 N. Michigan Ave.
- Advance tickets are recommended due to tour popularity.



- Tickets may be purchased at [Ticketmaster.com/rivercruise](https://www.ticketmaster.com/rivercruise) or at the dockside ticket office at 112 E. Wacker Dr. Prices are \$44.48 plus applicable taxes for the daytime river cruise and Capture Chicago Photography Cruise, and \$49.21 plus applicable taxes for the Twilight River Cruise.
- A portion of each cruise ticket supports architecture education and exhibits provided by the CAC.

### **Company history and commitment**

- Chicago's First Lady Cruises is a fourth-generation family-owned passenger vessel company and its sister company, Mercury, Chicago's Skyline Cruiseline, has been in operation for more than 80 years.
- Both companies are committed to enviro-friendly practices for continued sustainability.
- Both companies share a fleet of eight custom-built passenger vessels inspected annually by the U.S. Coastguard and piloted by a licensed crew.

### **About charter events**

- Chicago's First Lady Cruises offers its fleet of yachts for private event rentals, including weddings, corporate events and more, and partners exclusively with celebrated Chicago-based caterers for a variety of customized dining menus.
- Guests are able to host private events for groups of two to 250 passengers aboard Chicago's First Lady Cruises' fleet of six passenger yachts and may choose to cruise along the Chicago River and Lake Michigan.
- Yachts range in size and features, including options for open-air upper decks, full-service bars, climate-controlled salons, upscale marble and granite restrooms, and a private boat.