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**Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady Embarks on 25th Season Beginning March 31**

Number one rated tour in Chicago announces 2018 schedule departing from the Chicago Riverwalk

**CHICAGO**, March 16, 2018 – In celebration of the 25<sup>th</sup> anniversary of their partnership connecting Chicago locals and visitors to the city's rich architectural history and now in 2018 to the new Chicago Architecture Center, [Chicago's First Lady Cruises](#) and [Chicago Architecture Center](#) (CAC) have announced the 2018 season schedule for the award-winning official [Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady](#), kicking off on Saturday, March 31.

Ranked as the #1 tour in Chicago based on [TripAdvisor user reviews](#), the CAFC River Cruise offer guests breathtaking panoramic views of Chicago's riverfront architecture with unmatched cruise commentary. The official cruise is the most in-depth architecture river cruise available and is the only one led by CAC-certified volunteer docents, who share their passion and knowledge of more than 50 significant buildings along the cruise route.

The 90-minute tour is lauded as best way to see world-famous architecture in Chicago, the birthplace of the skyscraper, with views that simply cannot be seen by foot. In 2017, [U.S. News & World Report](#) named the CAFC River Cruise one of the top six tours in Chicago for first-time visitors.

In addition to celebrating 25 years as partners, Chicago's First Lady Cruises and CAC celebrate the opening of the [Chicago Architecture Center](#), a brand new world-class gateway connecting visitors and locals with all things Chicago architecture. Conveniently located at 111 East Wacker Drive, above Chicago's First Lady Cruises' dock, the Center's tours, programs and a new set of interactive, digital exhibits help cruise guests discover more secrets behind Chicago's architectural wonders.

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 the cruise to get the best shots of the architectural marvels. The Twilight River Cruise, which runs summer Sundays through Fridays, occurs at sunset and gives guests stunning views of the city in a serene atmosphere.

All cruises depart from the southeast corner of Michigan Avenue and Wacker Drive and travel along all three branches of the Chicago River, offering unparalleled, social media-ready photo opportunities. Guests enjoy the experience with open-air seating aboard luxurious vessels complete with a state-of-the-art sound system, a temperature controlled interior salon deck, full service bar, and marble and granite restrooms. Chicago's First Lady Cruises' fleet of six passenger yachts are also available for private weddings, corporate events and other special occasions.

CAFC River Cruise times vary throughout the season:

- The opening schedule runs March 31 – April 12 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 13 - May 3 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 operate daily from May 4 - May 17 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 sail daily May 18 - Oct. 8 and depart Monday – Thursday at 10 a.m., 11 a.m., 12 p.m., 1 p.m., 1:30 p.m., 2 p.m., 3 p.m., 3:30 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, 9 a.m. on Saturday and Sunday, and 7:30 p.m. on Friday and Sunday.
  - The Capture Chicago Photography Cruises depart Saturday and Sundays only at 9:00 a.m.
  - Twilight River Cruises depart at 7:30 p.m. Sunday – Friday only.
- Early fall cruises depart daily Oct. 9 - Oct. 28, departing 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 operate daily from Oct. 29 – Nov 19 with cruises departing daily 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.

For exact days and times please visit [CruiseChicago.com](http://CruiseChicago.com) or [Architecture.org/cruise](http://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 Riverside Gardens docking area. Discounted self-park is located at 233 N. Michigan Avenue. 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](http://CruiseChicago.com).

### **Ticket Information**

Tickets 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 ticket sale supports CAC's educational mission.

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)
- by phone at 1-800-982-2787 (within the U.S.) or 011-949-333-4001 (outside the U.S.)
- in-person at Chicago's First Lady Cruises' dockside box office, 112 E. Wacker Dr., Riverwalk level

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 photo of the CAFC River Cruise can be found here:

<https://private.filesanywhere.com/PCIPR/fs/v.aspx?v=8c6c648d8d97a4b3ab66>

High-resolution broll of the cruise can be found here:

<https://drive.google.com/file/d/0B4Y8TRaUoghUZIVYak5aRWVDNHc/view?usp=sharing>

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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 Chicago locals 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 the Chicago Architecture Center**

The Chicago Architecture Center (CAC) is a nonprofit organization dedicated to inspiring people to discover why design matters. As an education leader in architecture and design, CAC offers 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 [architecture.org](http://architecture.org).