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FOR IMMEDIATE RELEASE

**Chicago's First Lady Cruises Expands Luxury Fleet with Arrival of
New Vessel Chicago's Emerald Lady**

CHICAGO, Aug. 6, 2020 – Chicago's First Lady Cruises announces the pending arrival of the newest addition to its custom luxury fleet, Chicago's Emerald Lady, a U.S. Coast Guard-inspected passenger vessel, licensed to carry 299 passengers. Built by Burger Boat Company, Manitowoc, Wisconsin, Chicago's Emerald Lady is expected to arrive at its dock on the Chicago Riverwalk at Michigan Avenue in early August and be placed into the rotation of the world-famous Chicago Architecture Foundation Center (CAFC) River Cruise aboard Chicago's First Lady by mid-August. Chicago's First Lady and the Chicago Architecture Center (CAC) will expand its popular experience with increased departure times, including additional evening tours.

The arrival of Chicago's Emerald Lady represents a \$4 million dollar investment in the growth of Chicago's tourism industry and development of Chicago and its Riverwalk. Chicago's First Lady Cruises and its sister company, Mercury, Chicago's Skyline Cruiseline, enter their 85th year as a fourth-generation family-owned and operated cornerstone of the Riverwalk.

"It's important for us to continue investing in our City and our Riverwalk as Chicago continues to expand to ensure we're providing the best possible and safest tour experience for Chicagoland residents and tourists," said Holly Agra, CEO and President of Chicago's First Lady Cruises. "Chicago's Emerald Lady will safely welcome guests aboard her open-air upper deck for the CAFC River Cruise with expanded departure times and an unforgettable open-air escape in the heart of the city for years to come."

The Chicago Architecture Foundation Center River Cruise aboard Chicago's First Lady Cruises glides through the Chicago River canyon of architecture, and offers passengers the most in-depth and authentic 90-minute architecture river cruise featuring expert commentary provided by Chicago Architecture Center-certified volunteer docents. The CAFC River Cruise also showcases a new addition to the Chicago skyline, the Vista Tower, designed by local renowned architect, Jeanne Gang and Associates.

"The Chicago Architecture Center and our river cruise docents are thrilled to see Chicago's Emerald Lady join the fleet of Chicago's First Lady Cruises," said Lynn Osmond, CAC President and CEO. "Additional departures will aid us in providing even more opportunities to marvel at Chicago's famous skyline, as the sun sets and the lights come up along the riverfront. Through our 27-year partnership with Chicago's First Lady Cruises, we've introduced hundreds of thousands from around the globe to Chicago's world-renowned architecture, while bringing Chicago residents new perspectives on the city they call home."

Chicago's Emerald Lady is the third vessel designed for the Agra family by naval architect Mark Pudlo, Principle of Seacraft Design in Sturgeon Bay, Wisc. and built by the craftsmen and women of Burger Boat Company. The design of the 98-foot, U.S.-made steel vessel features an

expansive open-air upper deck, a climate-controlled interior salon deck with large windows, brass and mahogany trim, and luxurious restrooms offering ultimate passenger comfort.

“At Burger, we’re dedicated to bringing our client’s vision to life, helping them to create a memorable experience on the water,” says Jim Ruffolo, president and CEO, Burger Boat Company. “Our high-quality vessel, made here in the U.S. with U.S. steel, complements the commitment of Chicago’s First Lady Cruises to investing in their local community, and we’re proud to work with them and help them inspire more visitors with a world-class experience on the Chicago River.”

Chicago’s Emerald Lady will also be available for exclusive private charter events complete with full-service bars and custom catering provided by Chicago’s most celebrated restaurateurs and caterers. Chicago’s First Lady’s custom fleet offers a unique private event venue on the water for intimate weddings, birthday parties, and corporate events. During Chicago’s Phase 4 of safe re-opening, events for 50 or fewer guests are allowed onboard any vessel for a social distanced celebration with face coverings and other safety precautions in place.

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 docking area also provides guests with many casual outdoor dining options to enjoy either prior to or following their CAFC River Cruise.

For more information on Chicago’s First Lady Cruises and their experiences, please visit CruiseChicago.com.

Visuals

Photos of the new vessel can be found here:

<https://www.dropbox.com/sh/292kcyvycl5ypbo/AAC4W-JjpExAccV-RgIeE095a?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 Chicago locals and visitors alike to the city’s rich architectural history and breathtaking beauty through the official Chicago Architecture Foundation Center River Cruise and as a first-class venue for private events. This year marks the 27th anniversary of the Chicago Architecture Foundation Center River Cruise, the only private public partnership on the Chicago Riverfront. All vessels are operated by a U.S. Coast Guard-licensed captain and crew. For more information and for cruise schedules, visit CruiseChicago.com, call 847-358-1330 or follow @cflcruises on social media.

About Burger Boat Company

Burger Boat Company, founded in 1863, builds and designs vessels in aluminum and/or steel, to 260 feet (80m) and is recognized worldwide for design, quality construction, seaworthiness and reliability. Burger is one of the oldest and most respected custom builders in America. Working with in-house designers and engineers, as well as highly acclaimed designers from around the world, Burger continues to raise the bar in quality, technology and innovation. Burger works intimately with each owner to develop and achieve a pristine vision of their ideal vessel. Based at its state-of-the-art shipyard in Manitowoc, Wis., in the United States, Burger forges trusting relationships to achieve an owner or designer’s vision through a collaborative process. The talented team at Burger also offers exceptional custom furniture, as well as refit and repair services. Follow Burger on [Twitter](https://twitter.com/BurgerBoat), [Facebook](https://www.facebook.com/BurgerBoat), [LinkedIn](https://www.linkedin.com/company/BurgerBoat) and [Instagram](https://www.instagram.com/BurgerBoat).