



THIS SPRING
WE'RE ALL FUN & GAMES.



XBOX 360™

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FOR IMMEDIATE RELEASE

“GAME ON! THIS SPRING WE’RE ALL FUN AND GAMES”
AT NAVY PIER®

***NEW* Spring Events and Fireworks Offer Something for All Ages – From Games with Bonny Bunny for Children to a “Guitar Hero” Competition for Teens and Adults**

Chicago (March 16, 2009) -- Navy Pier welcomes spring with an exciting *NEW* event that will have the entire family “Go A Little Overboard” with fun. *“Game On! This Spring We’re All Fun and Games”* offers something for everyone. Young children can visit “Storybook Square” to play games with Bonny Bunny, while teens can play Xbox 360® video games or compete in the *“Guitar Hero World Tour for Xbox 360® Navy Pier Tournament”*. **You can catch the “Game On!” video game competition in the Crystal Gardens from Saturday, April 4th – Wednesday, April 15th from 11:00 a.m. to 8:00 p.m. and visit “Storybook Square” in the Family Pavilion from 11:00 a.m. to 6:00 p.m.**

“Navy Pier is excited to host this new event and we think it offers great indoor activities for everyone,” said Marilynn Gardner, Navy Pier General Manager. “There should be plenty of fun and laughter as children meet our new Navy Pier character, Bonny Bunny, while teens and adults test their skills on some of today’s most popular video games.”

Forget guitar practice! All you need to be a rock superstar is to wear your coolest band gear, take the Crystal Gardens stage and “rock out” like a pro. Climb to the top of the charts and you could win top prizes, include an Xbox 360® console and a \$150 Best Buy Gift Card, at our *“Guitar Hero World Tour for Xbox 360® Navy Pier Tournament”*.

Winners will be chosen twice daily from April 4th - April 15th. The first Qualifying Round is at 11:00 a.m. – 2:00 p.m., with Finalists competing on the Main Stage at 2:00 p.m. The second Qualifying Round runs from 3:00 p.m. – 7:00 p.m., with Finalists battling it out on the Main Stage at 7:00 p.m.

Open Play (non-tournament play) is \$5.00 for the whole day. Compete for prizes for an additional \$5.00 Tournament (\$10.00 total) Fee. Open Play, plus a 3-ride Pier Park combo pass, costs \$15.00, while Tournament Play and a 3-ride Pier Park combo pass costs \$20.00.

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Navy Pier “Game On!”

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If you're more into sports than rock music, the Crystal Gardens has plenty to offer. You can play such Xbox 360® favorites as *Madden Live 2009*, *NBA 2K Live*, *Cars*, *Project Gotham Racing 4*, *FIFA 09* and many more video games. Enjoy free WiFi with your laptop, PSP or DS Lite, while also catching the songs of “ZJ Chuck,” who will play from his huge Zune digital library of more than 20,000 songs. You can even share songs from ZJ Chuck's library with friends.

Instead of video games, young children may have more fun visiting the ALL NEW “Storybook Square” in the Family Pavilion to greet our newest character, Bonny Bunny! Just in time for spring, the Family Pavilion will transform into an enchanted indoor playground, where kids can sing, act out stories and play games – FOR FREE! Bonny's buddies, Navy Pier mascot, Patch, will join her for playground games of “Red Light, Green Light”... “Duck, Duck, Goose”... and “Simon Says”. Children also can take a photo with Bonny Bunny at the top of every hour from 11:00 a.m. to 5:30 p.m. daily.

Navy Pier presents **two NEW, spectacular FIREWORKS shows** on Saturday, April 4th and Saturday, April 11th at 8 p.m., to welcome the Spring and Summer seasons.

On April 4th, conclude your day of fun and games at the Crystal Gardens and Storybook Square with a stroll on Dock Street to see *Let Friendship Shine*: This fireworks demonstration is in support of Chicago's bid for the 2016 Olympic and Paralympic Games. Chicago welcomes members of the International Olympic Committee who will be here in April to learn more about our great city and our plans to host the Games. The show is set to a soundtrack that represents the spirit of the Olympic Games.

On April 11th, the theme of the fireworks show is *Spring Break on the Lake*. It's time to break away from the winter weather and celebrate the warmer temperatures! With hits from the Jonas Brothers, Kelly Clarkson, Flo Rida, Taylor Swift and today's other hot artists, this is sure to be one hot fireworks show!

Navy Pier has scheduled the **ULTIMATE** play date for kids and adults of all ages. Come to play and stay all day!

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Located on Lake Michigan, just East of Chicago's downtown, Navy Pier® (www.navypier.com) is the top-visited tourist and leisure destination in the Midwest, welcoming approximately 8.5 million visitors annually. It has an economic impact of more than one billion dollars annually. Originally opened in 1916 as a shipping and recreation facility, it is now one of the country's unique recreation and exposition facilities, showcasing more than 50 acres of parks, gardens, restaurants, shops, attractions, sightseeing and dining cruise boats, exhibition facilities and more. Navy Pier is directly accessible by car, CTA Bus, taxi, bike or on foot. More than 1,700 competitively priced self-parking spots are available on the Pier, and free trolley buses serve off-site parking lots as well as the Grand Avenue stop on the CTA Red Line Train. For those arriving by taxi, convenient drop-off points are provided at the front, middle and east end of the Pier. Navy Pier is owned and operated by the Metropolitan Pier and Exposition Authority (www.mpea.com).

Xbox 360 game favorites provided by TRUTH 4 Literacy, Key Link Technologies and GreenStream – community based organizations that focus on youth mentoring initiatives through technology and communication outreach.