



FOR IMMEDIATE RELEASE:

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Navy Pier AeroBalloon Takes to the Sky, Giving Public Chance to See Chicago's Magnificent Skyline From 350 Feet Above Lakefront!

State-of-the-Art Helium Balloon Offers New Reason to Visit Navy Pier this Labor Day Weekend

CHICAGO, IL -- Officials from Navy Pier today joined AeroBalloon to celebrate the launch of Chicago's newest major attraction: the Navy Pier AeroBalloon™. Chicago's beautiful lakefront has long been the top regional destination, but now – right in time for the upcoming Labor Day Weekend – visitors and residents alike can take in spectacular panoramic views from 350 feet above Navy Pier. The Navy Pier AeroBalloon™ is a state-of-the-art anchored, helium-filled balloon that can carry up to 18 passengers at a time to a height of 35-stories.

"With the launch of the AeroBalloon, the Midwest's top tourist destination is getting even better. In addition to enjoying all the great activities and attractions on Navy Pier, visitors will now have a chance to see Navy Pier and Chicago from 350 feet in the air. We're proud to make Navy Pier a place worth coming back to time and time again," said Juan Ochoa, CEO of the Metropolitan Pier and Exposition Authority.

"We've enjoyed giving people a chance to see venues around the country from a bird's-eye view. But there are very few vistas that can compete with Chicago's lakefront. The Navy Pier AeroBalloon will be an unforgettable experience for people who have a chance to ride," said Doug Hase, president of AeroBalloon.

The Navy Pier AeroBalloon will fly daily through October 31, 2009 at Gateway Park, just south of the front entrance to Navy Pier. Riders are welcome from 8am to 10pm Monday through Thursday, and 8am to midnight Friday through Sunday. Each flight lasts approximately 8-10 minutes. Tickets cost \$25 for adults; and \$15 for children (12 and under), seniors (65+), veterans and active military personnel. Reservations can be made for morning flights (8am – 10am) by calling (312) 224-8827. Flights during all other hours will be on a first-come first-served basis.

AeroBalloon™ has been wowing crowds for years at sites throughout the U.S. with its safe, American-made balloons. For more information, visit www.navypier.com.

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