

THE WORLD'S HIGHEST ICE SKATING RINK

IS COMING TO JOHN HANCOCK OBSERVATORY!

FOR IMMEDIATE RELEASE

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ADVANCE TICKETS ON SALE NOW FOR WORLD'S HIGHEST SKATING RINK AT JOHN HANCOCK OBSERVATORY

*Online Booking System Activated As Demand To Skate 1,000 Feet Up Hits Fever Pitch, Partners
with Chicago Blackhawks Youth Hockey Program*

CHICAGO, IL –John Hancock Observatory's *Skating in the Sky*, the world's highest and most anticipated skating rink, opens to the public on January 1, 2011. And, in direct response to the unprecedented level of demand, the famed Chicago landmark launched online advance ticket sales today. The rink will be situated on the 94th floor overlooking The Magnificent Mile® and a bustling Lake Shore Drive. Since the initial announcement in September, the innovative rink has received worldwide press and Observatory staff have received hundreds of calls to buy advanced tickets.

"We created the ability to book online to ensure we meet the demand, while making it a far easier process when you arrive onsite and eliminate wait times," said Daniel Thomas, general manager, John Hancock Observatory. "As I said alongside Mayor Daley last week, Chicago is a city of firsts and we've received an overwhelmingly positive response to our unique concept. Chicagoans embrace winter and Skating in the Sky is a great enhancement to the Chicago Office of Tourism's world class seasonal programming."

The only way for people to secure the opportunity to skate 1,000 ft up in advance is online at www.hancockobservatory.com. A 25-minute skating session is \$5, plus standard John Hancock Observatory admission fee. Skaters are welcome to bring their own skates or can rent them from the Observatory for just \$1. The rink will be open to the public from 9am–11pm every day from January 1, 2011 through the end of March and can also be booked for private events and parties.

In the wake of hosting the Stanley Cup on the roof of the building, John Hancock Observatory and the world-champion Chicago Blackhawks have teamed-up again to offer free skating lessons every Monday afternoon, starting January 3. "We're very excited to have the Blackhawks as partners—they are such incredible ambassadors for the city, particularly through their youth hockey programs," said Thomas. Observatory admission and skating fees will still apply, but coaches and "special guests" will be on-ice to offer skating tips at no additional charge.



For more information, contact: Dakota Shultz, AGENCY 360⁰
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About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook at www.facebook.com/HancockObservatory and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).



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