



Press Contact: Elizabeth Neukirch/Beth Silverman
The Silverman Group, Inc.
312-932-9950
Elizabeth@silvermangroupchicago.com

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LOVE SONGS & LIGHTS RETURNS TO STATE STREET

Chicago Loop Alliance brings love to the Loop for Valentine's Day

CHICAGO (Feb. 8, 2013)—**Chicago Loop Alliance** (CLA) brings love back to the Loop this Valentine's Day, with the return of **Love Songs & Lights**—romantic music and lights brought to life through CLA's unique year-round installation ***Lightscape: a Multisensory Experience on State Street*** now through Feb. 28, 2013. Despite the chill in the air, the hearts of the 220,000 pedestrians who traverse State Street each day will be warmed by CLA's work with the American Heart Association to amplify its message of fighting cardiovascular disease.

Through the end of February, *Lightscape: a Multisensory Experience on State Street* will feature choreographed presentations of "All You Need is Love" by the Beatles, "Power of Love" by Huey Lewis and "Can't Help Falling in Love" by Elvis Presley—and new this year, "Modern Love" by David Bowie, "La Vie En Rose" by Louis Armstrong and "Haven't Met You Yet" by Michael Buble. Banners, planter signs and CTA subway entrances along State Street encourage passersby to feel the love and "Go Red for Women" to promote women's heart health.

Commissioned by CLA and unveiled in November 2011, ***Lightscape: a Multisensory Experience on State Street*** is comprised of 12 "prairie grass" landscapes of varying heights up to nine feet tall, "planted" along sidewalks on State Street from Lake to Van Buren Streets. The decorative clusters feature 50-100 energy-efficient LED lights each, along with embedded speakers that broadcast musical selections and special announcements, as the lights change patterns in synchronization with audio content. CLA's continued plans for *Lightscape* include updates to generate public attention and engagement, and future creative partnerships with Chicago businesses and cultural organizations. *Lightscape* is funded by State Street property owners.

Chicago Loop Alliance is a civic and business-oriented, non-profit organization whose mission is to promote the Loop as a mixed-use district comprised of theater, retail, new residential properties, the largest college population in Illinois, and some of the world's most recognizable cultural institutions. Since its founding as the Greater State Street Council more than 70 years ago, Chicago Loop Alliance has distinguished itself as an innovative and effective promoter of the Loop's world-renowned cultural, civic, business, and architectural assets. Chicago Loop Alliance earned the prestigious Pinnacle Award from the International Downtown Association for innovative programming that serves as a catalyst for economic growth. For more information, visit ChicagoLoopAlliance.com.

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