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ACTIVATE celebrates final alley event of the season with live animal exhibition, light installations and music

Chicago Loop Alliance transforms Sullivan Center Alley on Thursday, October 13

CHICAGO (August 29, 2016)— **Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area SSA1-2015, launches its sixth and final *ACTIVATE* event of the year, **ACTIVATE: CELEBRATE THE SENSES**, on Thursday, October 13 from 5-10 p.m. in **Sullivan Center Alley**, 16 E. Monroe St, between State St and Wabash Ave. This year's *ACTIVATE* series explores a unique overarching theme of the five senses—touch, hear, smell, see and taste—through dynamic art, music and lights. Guests who RSVP in advance at loopchicago.com/activate receive a complimentary drink ticket for beer or wine at the event, with additional beverages available for purchase on-site.

Attendees will experience a sensory-explosion of light, color and music as the series comes to a close for 2016. *ACTIVATE – CELEBRATE THE SENSES* will bring back notable highlights from this past season with a combination of new surprises curated by Lindsay Meyers and Simone Garcia of Sinergia. Senses will go wild with a live animal exhibition from **Chicago Zoological Society | Brookfield Zoo**, light installations by **School of the Art Institute of Chicago** students and live music.

20% of ACTIVATE drink proceeds will go to [Snow City Arts](#), a non-profit organization that educates and inspires children and youth through the arts in hospitals throughout Chicago.

ACTIVATE is made possible by Lagunitas, with additional support from Bai, Columbia College Chicago, Dark Horse Wine, Homeadvisor, KIND, Perrier, PNC, School of the Art Institute of Chicago, SkinnyPop, TimeOut, Vitacoco and Zipcar.

Over the past two seasons, *ACTIVATE* has **generated nearly \$900,000 in estimated economic impact** to Loop businesses, with more than **30,000 people** in attendance over the course of the series. Each *ACTIVATE* event is paired with special promotions from Loop businesses through “Linger Longer,” a program introduced to attendees last summer.

ACTIVATE is part of CLA's Loop Placemaking Initiative—an expansive series of innovative public space activations throughout the Loop that continue the organization's commitment to create, manage and promote high-performing urban experiences in downtown Chicago.

Chicago Loop Alliance (CLA), the sole service provider for SSA1-2015, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

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