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## **Chicago Loop Alliance's cozy *Holiday Hub* welcomes visitors and shoppers in from the cold November 18 to December 24, 2013**

**FREE events include family-friendly performances, arts and crafts**

**New LoopChicago.com launches Nov. 18 with *#LoopHolidays* itineraries  
and info on downtown destinations, restaurants, retailers and more**

CHICAGO (October 29, 2013)—**Chicago Loop Alliance** (CLA) welcomes downtown visitors and shoppers in from the cold this holiday season with its cozy *Holiday Hub*—a temporary winter cottage complete with festive decor, open on the Pedway level of **Block Thirty Seven**, 108 N. State Street, Nov. 18-Dec. 24, 2013, from 10 a.m.-6 p.m. Monday-Saturday and 11 a.m.-5 p.m. each Sunday (closed on Thanksgiving Day, Nov. 28). The *Holiday Hub* features free family-friendly activities to warm hands and hearts, including a *#LoopHolidays* information center, story corner, arts and crafts, complimentary hot beverages and pop-up programming from beloved Chicago institutions.

Just in time for the holidays, CLA also launches its new [LoopChicago.com](http://LoopChicago.com) website on Nov. 18 to serve as a digital information center on downtown destinations, restaurants and retailers, as well as offer festive Loop Lists—itineraries for different winter activities. The portal for all things holiday in the Loop is [LoopChicago.com/Holidays](http://LoopChicago.com/Holidays).

Pop-up programming at the *Holiday Hub* includes:

- Appearances by Ebenezer Scrooge from **Goodman Theatre's** *A Christmas Carol*
- German brass band performances by **Brass Variety**
- Holiday stories read by the Christkind (German Christmas Fairy) presented by **Christkindlmarket**
- Choir performances presented by **Block Thirty Seven**
- Performances from the **Dusable Museum**
- Appearances from Herman der German presented by **The Berghoff Restaurant**
- Arts and crafts activities led by Chicago artists
- And more events to be announced!

Among the festive Loop Lists on the new [LoopChicago.com](http://LoopChicago.com) site will be an exclusive list of **Macy's** holiday tips, curated by the retailer, with insider information such as how to navigate the busy shopping center and the best times to visit Santa. Additional Loop Lists will be themed around itineraries that fit the following categories: free, family-friendly, theater, shopping and dining.

Chicago Loop Alliance's *Holiday Hub* is made possible through the generous support of the Berghoff Restaurant, Block Thirty Seven, Christkindlmarket, Goodman Theatre, the League of Chicago Theatres, Macy's and *Chicago* magazine.

**Chicago Loop Alliance** (CLA) is a member-based business organization that represents Chicago's most dynamic mixed-use district—the Loop—and advocates for the rapidly growing central business area. CLA is focused on promoting and uniting Loop businesses and organizations to support one another in creating a vibrant, flourishing Loop where people live, work and play.

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