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For calendars **May-October 2016**
Images [available for download here](#)

ACTIVATE returns for third summer to transform Chicago Loop alleys into free pop-up urban experiences

Chicago Loop Alliance's placemaking series generates nearly \$900,000 in estimated economic impact for downtown businesses

CHICAGO (March 29, 2016)— **Chicago Loop Alliance (CLA)**, the sole service provider for Special Service Area SSA1-2015, is proud to announce its popular **ACTIVATE** series returns for a third summer to transform iconic downtown alleys into urban celebrations on May 13, June 9, July 14, August 5, September 15 and October 13 from 5-10 p.m. This year's series will explore a unique overarching theme of the five senses—sight, taste, touch, smell and sound— through dynamic art, music and lights. The specific location and details about each **ACTIVATE** event will be announced two weeks prior at www.LoopChicago.com/ACTIVATE. Guests who RSVP in advance receive a complimentary drink ticket for beer or wine at the event, with additional beverages available for purchase on site.

"This year, we are taking audience participation to a next level. We don't want attendees to only experience art; we want to encourage them to be immersed in it," says CLA President and CEO **Michael Edwards**. "Each year, **ACTIVATE** continues to grow and evolve. We're thrilled to present a whole new series of events to residents and visitors of Chicago who have attended in the past and to those who will be experiencing it for the first time."

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.

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

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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