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***ACTIVATE* turns downtown alley into Steampunk Journey Thursday, August 27**

Chicago Loop Alliance transforms Haddock Place alley with fire spinners, aerial acrobatics, live body painting and more

CHICAGO (August 13, 2015)—**Chicago Loop Alliance** (CLA) will transform the **Haddock Place alley** (on North Wabash Avenue between Wacker Place and Lake Street) into an urban celebration with **ACTIVATE** on Thursday, August 27 from 5-10 p.m. The free pop-up event is part of an ongoing monthly series that immerses the public in a spectacle of sound, art and performance. Guests who RSVP in advance at www.LoopChicago.com/ACTIVATE will receive a complimentary ticket for beer at the event, with additional beverages available for purchase on site.

Attendees are encouraged to don their pinstripes and pocket watches, their goggles and gadgets for a Steampunk journey through time and space. Curated by Missy Perkins, Stuart Hall and Keith Brownlee, **ACTIVATE** will include fire installations and fire spinners, aerial acrobatics, live body painting, Steampunk tarot house cards and a roster of the city's best visual artists.

CLA's first seven **ACTIVATE** events from September 2013 to October 2014 generated nearly \$400,000 in economic impact to Loop businesses, with more than 14,000 people in attendance. This summer's attendees are encouraged to "Linger Longer" in the Loop by taking part in special offers from downtown businesses before and after each **ACTIVATE** event. "Linger Longer" special offers are available [here](#).

Future **ACTIVATE** events will pop up in the Loop on the following dates:

- Friday, September 18
- Friday, October 23

The specific location and details of each **ACTIVATE** event will be announced three weeks prior at www.LoopChicago.com/ACTIVATE. **ACTIVATE** is made possible by presenting sponsor

Blue Moon, with additional support from Columbia College Chicago, The School of the Art Institute of Chicago, Zipcar, WeWork, PNC Bank, KIND, Chicago magazine, Do312, SPRITZOLOGY and WXRT.

Chicago Loop Alliance (CLA), the sole service provider for Special Service Area #1, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

The **Chicago Loop Alliance Foundation** is a 501 (c)(3) corporation that develops, supports, and promotes artistic, cultural, and public events that benefit businesses, individuals, and stakeholders within the service area of Chicago Loop Alliance. The Foundation backs programs and initiatives in priority areas, such as increasing arts participation, strengthening cultural programming in the community, fostering cross-sector partnerships, supporting public arts education, and more. For more information, please visit www.LoopChicago.com/foundation.

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