



Contact: Liza Massingberd / Elizabeth Neukirch
The Silverman Group, Inc.
312-932-9950 / liza@silvermangroupchicago.com

FOR IMMEDIATE RELEASE
Images [available for download here >>](#)

***ACTIVATE* brings “silent disco” to downtown Chicago alley on Thursday, June 9**

**Chicago Loop Alliance transforms Sullivan Center alley
with live music from White Mystery, KHALLEE, DJ IMGRNT and more**

CHICAGO (May 31, 2016)— **Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area SSA1-2015, launches its second **ACTIVATE** event of the year, **HEAR**, on Thursday, June 9 from 5-10 p.m. in the **Sullivan Center Alley**, 16 E. Monroe Street between State and Wabash. This year’s **ACTIVATE** series explores a unique overarching theme of the five senses—touch, sight, taste, smell and sound—through dynamic art, music and lights. **ACTIVATE: HEAR** will introduce visitors to a unique “**silent disco**” experience, where guests share the dance party via individual headphones. 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.

HEAR will feature numerous live music acts including **DJ IMGRNT**, rock n’ roll duo **White Mystery**, R&B artist **KHALLEE** and mind-bending classical music by **NON:op**. Guests are encouraged to [VIEW](#) **ACTIVATE**’s dress code catalogue for suggested attire.

*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.*

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.

Additional 2016 **ACTIVATE** events will pop up in the Loop on the following dates:

- Thursday, July 14
- Friday, August 5
- Thursday, September 15
- Thursday, October 13

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, TimeOut, 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.

###