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Holiday visitors to Chicago can [#UnwrapTheLoop](#) to win festive prizes from Chicago Loop Alliance partners

Plus more holiday fun at loopchicago.com/holidays

Nov. 25 to Dec. 24, 2016

CHICAGO (October 18, 2016)—**Chicago Loop Alliance** (CLA) encourages holiday visitors in Chicago to [#UnwrapTheLoop](#), Nov. 25–Dec. 24, 2016, as they explore festive downtown traditions ranging from Christkindlmarket to The Joffrey Ballet’s *Nutcracker*. Anyone who tags a holiday-themed downtown Chicago social media post (Facebook, Twitter or Instagram) with [#UnwrapTheLoop](#) will automatically be entered to win a prize from participating cultural attractions.

Visit loopchicago.com/holidays beginning Monday, Nov. 21 for details on how to [#UnwrapTheLoop](#), including a map of iconic holiday destinations in the Loop, videos exploring festive attractions, a series of curated family itineraries and more.

Weekly [#UnwrapTheLoop](#) prizes from **Chicago Loop Alliance partners** include:

- Tickets to *Rudolph, the Red-Nosed Reindeer* at The Chicago Theatre
- Tickets to *The Magic Flute* at Lyric Opera
- Movie tickets to the Gene Siskel Film Center
- Tickets to Christopher Wheeldon’s *Nutcracker* at The Joffrey Ballet
- Tickets to *Too Hot to Handel* at the Auditorium Theatre
- Any many more!

Chicago Loop Alliance, the sole service provider for Special Service Area (SSA) 1-2015, 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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Header images by James John Jetel for Chicago Loop Alliance.