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[Images available for download here](#)

Elfies take over downtown Chicago!

Holiday visitors who find Elfies can win prizes with Chicago Loop Alliance's #SelfiesWithElfies challenge

Weekly prizes from Nov. 24 to Dec. 24, 2015

CHICAGO (November 17, 2015)—**Chicago Loop Alliance** (CLA) encourages residents, visitors and holiday shoppers to find the **Elfies** in downtown Chicago this winter and take part in the **#SelfiesWithElfies** photo challenge, Nov. 24–Dec. 24, 2015. Four-foot elves will be positioned throughout the Loop's shops, cultural institutions and restaurants for participants to take selfies using the hashtag **#SelfiesWithElfies**. Each week, the best **#SelfiesWithElfies** image will be chosen by the elves at CLA to receive a special prize.

Weekly **#SelfiesWithElfies** prizes include but are not limited to:

- A two-night stay at the Hard Rock Hotel
- Gift cards to the Berghoff Catering & Restaurant Group
- A Block Thirty Seven gift card
- Two tickets to the *Kids Concert Series* at City Winery
- Two tickets to the *Chicago Philharmonic Sunday Series* at City Winery
- Art Institute of Chicago day passes

In order to help drive holiday visitors to specific locations, **LoopChicago.com** will list the most up-to-date details regarding the Elfies' whereabouts in the Loop throughout the month. CLA's website will also host dozens of discounts for events and restaurants, as well as curated family itineraries and daily schedules of holiday happenings in the Loop.

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.

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