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FOR IMMEDIATE RELEASE

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CHICAGO’S SHORELINE SIGHTSEEING SETS SAIL FOR SUMMER

***Architecture Cruises, Skyline Lake Tours, Water Taxis and
Special Event Cruises Depart Navy Pier***

Chicago, IL: Shoreline Sightseeing, Chicago’s largest and most diverse boat touring company, celebrates its 71th season with a variety of exciting touring products spring through fall. In addition to their famous Chicago River Architecture Cruises, Lake Michigan Skyline Lake Tours and fast, fun Water Taxis, Shoreline will offer their popular Fireworks Cruises as well as special cruises throughout the season. On tap for 2010 will be Beer Tasting Cruises, Sunset Cruises and Music Cruises on the Lake and River. All cruises leave from Navy Pier with added departures for special events including Memorial Day, July 4th, and Tall Ships Chicago 2010.

“This promises to be one of the most dynamic seasons in our seventy-one year history,” said Shoreline co- owner Chip Collopy. “We’re adding new cruises that will appeal to a variety of age groups. The return of the Tall Ships In August will be a great event and we’ll be on hand with extra departures on all our cruises”.

Shoreline Sightseeing’s fleet includes nine major touring vessels and eleven water taxis. Co-owners Chip and Matt Collopy are the third generation to head the family owned company. “We have been at Navy Pier since it opened,” said Collopy. “We carry a mix of local, national and international passengers each year. Our passengers enjoy coming to Navy Pier to experience the great entertainment, fabulous views, cultural attractions and family activities.”

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Shoreline Sightseeing, add 2

Schedules and Locations

Shoreline Architecture Cruises depart daily from Ogden Slip at Navy Pier from 10:45 a.m. in spring and fall and from 10:00 a.m. May 28 to September 6th. Led by experienced, entertaining guides, the cruises highlight more than 40 landmark buildings.

Shoreline's Lake Michigan Skyline Lake Tours explore the entire panorama of Chicago's famous lakefront. Daily service from 1:00 p.m. weekdays; from 11:00 a.m. weekends in the spring and fall - daily from 10:00 a.m. in the summer season.

Shoreline's Water Taxis provide fast, fun transportation from docks at Navy Pier, Michigan Avenue Bridge, Willis (Sears) Tower, Wells & Wacker and The Museum Campus. Daily starting May 1 from 9:30 a.m. or 10:00 a.m. depending on location. Commuter Taxis serve Navy Pier, Michigan Avenue Bridge and Erie Street 7:00 a.m. -9:20 a.m. and 4:00 p.m.-6:30 p.m.

Fireworks Cruises depart Navy Pier to view the Navy Pier Fireworks Wednesdays, starting June 16, at 8:45 p.m. and Saturdays, starting May 29, at 9:30 p.m. Extra cruises: May 29, September 4 and Tall Ships, August 24- 29. **Architecture / Fireworks Cruises** depart Ogden Slip at Navy Pier Wednesdays at 8:30 p.m. and Saturdays at 9:15 pm. Enjoy an Architecture Cruise – then view the fireworks from Shoreline's Ogden Slip docking area.

Special Cruises: Beer Tasting Cruises: June 17, July 9, July 23, August 13, and September 3: Enjoy a frosty micro-brew from Chicago-area brew pubs on these Friday-night cruises. **Sunset Cruises:** Sailing approximately one-half hour before sunset on selected summer days. **Music Cruises:** *Rock the River* and *Live on the Lake* on select dates throughout the summer.

Visit Shoreline at www.shorelinesightseeing.com , for complete information on all cruises, group rates and charters. Or call Shoreline at | 312-222-9328.

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