



**FOR IMMEDIATE RELEASE**

June 6, 2017

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**Navy Pier to Award 101 Free Rides on *Centennial Wheel* to  
101 Local Nonprofits in Honor of its 101<sup>st</sup> Anniversary**

*Chicago's nonprofit cultural destination encourages all eligible  
501(c)(3) organizations to apply by June 26*

**CHICAGO** – For the second consecutive year, Navy Pier is proud to offer local nonprofits free rides on the *Centennial Wheel* as part of its annual initiative to provide free experiences to eligible 501(c)(3) organizations and the communities they serve. In honor of the Pier's 101<sup>st</sup> anniversary this July, the lakefront destination is awarding 101 Chicagoland nonprofits a special package to experience the reimagined Pier, including up to 101 complimentary tickets to ride the iconic *Centennial Wheel*.

All eligible organizations are welcome to [apply online](#) between now and Monday, June 26. Applicants must be Chicagoland-based 501(c)(3) nonprofits in good standing, with primary constituency located in Cook, DeKalb, DuPage, Kane, Kendall, Kenosha (WI), Lake, Lake (IN), McHenry, Porter (IN), and/or Will counties in order to be considered. Organizations awarded in 2016 are eligible and welcome to apply again in 2017.

Winning nonprofits will be announced on Friday, July 7 as part of the ongoing *Fifth Third Bank Centennial Celebration*. All complimentary *Centennial Wheel* tickets will be valid for use between July 15, 2017 and May 31, 2018. Eligible organizations may also apply for transportation to be provided by Navy Pier.

“We are proud to celebrate Navy Pier’s 101<sup>st</sup> year with a program that affirms our identity as the People’s Pier and grants deserving organizations the opportunity to extend free experiences to the communities they serve and support,” said Navy Pier President and CEO Marilyn Kelly Gardner. “As a mission-driven cultural district, we plan to continue elevating this iconic landmark by extending more community-based programs to help improve the quality of life for Chicagoans.”

Past recipients have praised the program, citing the positive impact it had on their respective communities. Christine Holt, director of development at The Boulevard shared that the program offered “much-needed fun and refreshment for The Boulevard residents, who got to enjoy the *Centennial Wheel* during the beautiful weather on an autumn day. Because of the trip, formerly homeless Chicagoans were able to have a leisurely outing to celebrate their progress in restoring their health and lives while at The Boulevard.” The Wood Family Foundation’s Mike Bruce shared that they “utilized the tickets as an incentive for good behavior for the youth.” Pierre Lockett, executive director of youth dance organization *Forward Momentum*, raved, “The kids loved it!”

The *101 Rides for 101 Nonprofit Partnerships* program is just one of the many examples of Navy Pier’s commitment to raising its profile as a nonprofit, with continued focus on offering dynamic and eclectic experiences through partnerships and programs, as outlined in the organization’s mission and values. As the *Fifth Third Bank Centennial Celebration* continues in 2017, the Pier looks forward to introducing more exciting and innovative year-round programs for the local community and guests to experience and enjoy for free. For more information on this and other special offerings at the Pier, please visit [www.navypier.com](http://www.navypier.com).

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#### **Navy Pier Mission Statement**

Navy Pier is the People’s Pier, Chicago’s lakefront treasure, welcoming all and offering dynamic and eclectic experiences through partnerships and programs that inspire discovery and wonder.

#### **About Navy Pier**

Located on Lake Michigan, Navy Pier is one of the top-attended nonprofit cultural destinations in the Midwest, stretching more than six city blocks and welcoming more than nine million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. In 2017, Navy Pier continues to celebrate its centennial with a series of special events and programming, year-round rides on the *Centennial Wheel* and ongoing pier-wide redevelopment efforts as part of the *Centennial Vision*. Navy Pier, as a nonprofit organization, maintains and manages the 50-acre pier that is being redeveloped as a contemporary, environmentally responsible urban space. More information is available at [www.navypier.com](http://www.navypier.com).

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