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**360 CHICAGO CELEBRATES THE 10TH ANNIVERSARY OF CHICAGO'S HIGHEST THRILL RIDE, TILT,
WITH A BIRTHDAY PARTY FIT FOR A TEN-YEAR-OLD ON JUNE 10**

Family-friendly birthday festivities include airbrush tattoos, caricature and balloon artists,
complimentary cupcakes and more

CHICAGO - **360 CHICAGO**, the iconic 17,000 sq.ft. observation deck located on the 94th floor of 875 N. Michigan Ave, is celebrating the 10th anniversary of its iconic thrill ride, TILT, with a birthday party on June 10 from 11am – 3pm. 360 CHICAGO will continue to celebrate TILT's milestone with events and activations on the 94th floor throughout the summer.

TILT is a glass vestibule that leans guests out at a 30-degree angle from the building, 1,030 feet over the streets below, and is currently the only ride of its kind around the world. TILT's 10th birthday party will feature everything a ten-year-old could love, including a balloon artist, Chicago-themed airbrush tattoos, a caricature artist and much more for families and guests to enjoy. Each guest will also receive a complimentary cupcake while supplies last, and parents can enjoy the new "TILT X" gin and prosecco cocktail at CloudBar, Chicago's highest cocktail lounge.

"TILT was brought to life as the first of its kind in 2014, making for a thrilling and unforgettable addition to the 360 CHICAGO experience," said **Nichole Benolken**, Managing Director of 360 CHICAGO. "I was one of the very first people to ride TILT after it was installed, and we have since then welcomed millions of guests over the last decade to ride TILT and view Chicago from an even more unique vantage point."

Designed by Chicago-based engineering and consulting firm, **Thornton Tomasetti**, TILT was an engineering feat for its time, comprised of Architecturally Exposed Structural Steel (AESS) and two tons of glass. The weight of this steel is equivalent to 1.5 school buses, 15 million paper clips or 13,000 iPhone screens. After being constructed in California, the mechanism was transported to Chicago for installation in May of 2014. Using the building's elevators, each

carefully constructed piece was brought to the 94th floor observation deck where installation began.

The steel beams were hung and welded from inside of the building before workers could hand-install 5,000 lb., triple-pane glass panels into each of the eight window bays. The TILT mechanism is so powerful that it can lift the equivalent of a three-to-four-ton adult elephant, providing guests the opportunity to safely lean out of the building to view the streets of Chicago below.

Tickets to the 360 CHICAGO experience, which is home to Chicago's highest thrill ride, **TILT**, and Chicago's highest cocktail lounge, **CloudBar**, are available online at [360Chicago.com/tickets](https://360chicago.com/tickets). For more information about 360 CHICAGO and TILT, please visit the website at 360chicago.com or follow along on social media at [@360CHICAGO](https://twitter.com/360CHICAGO).

About 360 CHICAGO

360 CHICAGO Observation Deck offers the best views of Chicago from 1,030 feet above the famed Magnificent Mile, atop 875 N. Michigan (the former John Hancock Center). The 17,000-square foot observation deck on the 94th floor of the building is also the home of [TILT](https://www.tiltchicago.com) – Chicago's highest thrill ride, and CloudBar, the city's highest cocktail lounge where guests can grab a specialty cocktail and relax while enjoying the view. Follow along on social [@360CHICAGO](https://twitter.com/360CHICAGO) and [@CLOUDBARCHICAGO](https://twitter.com/CLOUDBARCHICAGO).

360 CHICAGO is operated by Magnicity, a global leader in elevated urban leisure. Magnicity partners with global tour agencies across four continents, welcoming millions of visitors annually to its experiences at the Paris Montparnasse Tower, Berlin's TV Tower, the Euromast in Rotterdam, the soon-to-be Varso Tower in Poland and, of course, 360 CHICAGO.

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