



FOR IMMEDIATE RELEASE

Media Contact:

Arden Crawford
Carol Fox & Associates
773.327.3830 x486

ardenc@carolfoxassociates.com

Click [HERE](#) for Photos

**360 CHICAGO CELEBRATES THE CITY OF CHICAGO'S 188TH BIRTHDAY WITH A WEEK OF FREE
ADMISSION FOR LOCALS MARCH 1 – MARCH 7**

A New Malört Cocktail Will Debut at CloudBar, Plus a Birthday Celebration with Complimentary
Festivities Will Take Place on March 4

Chicago, Ill. – **360 CHICAGO**, the iconic 94th floor observation deck at 875 N. Michigan Ave, will celebrate the City of Chicago's 188th birthday by granting free general admission to Chicago residents from Saturday, March 1 through Friday, March 7. 360 CHICAGO will also host a birthday party for the city on Tuesday, March 4 from 3 – 7 p.m., and a new specialty Malört cocktail will debut at the deck's **CloudBar** to honor Chicago's big day.

The birthday party festivities include complimentary Chicago-themed airbrush tattoos, a sample of Garrett Popcorn and a slice of birthday cake for attendees while supplies last. The new Malört cocktail, "The Chicago Spirit," a bold tribute to the city, blending Malört, London dry gin, bright pineapple and lemon juices, house-made grapefruit syrup and faux egg white bitters, will be available for purchase at Chicago's highest cocktail lounge. CloudBar will also have wine from Chicago Winery for purchase, among the full cocktail menu inspired by Chicago's neighborhoods, like the "Heavenly Martini," inspired by the Kit Kat Lounge in Lakeview and the "Gold Coast Manhattan."

"We are celebrating Chicago's 188th birthday by inviting our fellow Chicagoans to experience 360 CHICAGO on us," said **Nichole Benolken**, Managing Director of 360 CHICAGO. "It's our way of honoring the rich history, culture, and vibrant spirit of the city that we are proud to call home. From stunning skyline views to fun, interactive activations, we're welcoming Chicagoans to come together and celebrate our unique city."

While visiting, guests can also purchase a separate ticket to ride TILT, Chicago's highest thrill ride, a glass vestibule that leans out of the building at a 30-degree angle, 1,030 feet over the Magnificent Mile.

General admission to the observation deck will be free for Chicago-area residents while the offer is valid and as capacity allows. A valid ID must be presented onsite at the ticketing desk that shows a 606xx zip code to receive a free general admission ticket. Chicago Public School IDs will also be accepted as a form of identification. Children can enter for free with an adult.

360 CHICAGO is open 9 a.m. -11 p.m. daily with final entry one hour prior to closing. For more information about 360 CHICAGO, please visit www.360chicago.com or [@360CHICAGO](https://www.instagram.com/360CHICAGO) on Instagram.

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 home to [TILT](#) – 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](#) and [@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.

#