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**FOR IMMEDIATE RELEASE**

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### **Shoreline Sightseeing Opens for 75<sup>th</sup> Family-Owned Season in 2014**

**Chicago, IL, March 24, 2014** – Celebrating its 75<sup>th</sup> anniversary, Shoreline Sightseeing is ready to set sail for their 2014 season.

Established in 1939, Shoreline has been a staple of Chicago's waterways for the past 75 years. Providing Chicago with its first water taxi and architecture river tours Shoreline has carried generations of Chicagoans as well as passengers from just about every country in the world. With stunning views and vivid detail of Chicago's historic skyline, Shoreline introduces passengers to Chicago in unforgettable fashion.

"We are extremely proud and humbled to be celebrating 75 years on Chicago's waterways," said Chip Collopy, family member and president of Shoreline Sightseeing. "Each year we allow people to see this beautiful city from a perspective most don't have access to. It's an emotional feeling that is hard to explain."

In celebration of 75 years, Shoreline has extended their architecture river tour to 75-minutes, departing daily from Shoreline's easily-accessible docks at Navy Pier and the Michigan Avenue Bridge. During Shoreline's popular architecture river tour, knowledgeable guides entertain guests with dramatic stories highlighting Chicago's history, architects and famous landmarks.

Along with its traditional architecture river tour, Shoreline will offer special events throughout the season, including their third annual wine tasting cruise running on July 24<sup>th</sup>, August 21<sup>st</sup> and September 11<sup>th</sup>. Additionally, their popular Brews Cruise will feature a wide-array of micro brews partnered with tasty appetizers and will run on June 20<sup>th</sup>, July 11<sup>th</sup> and August 8<sup>th</sup>. Shoreline will round out the boat tour season with their "Beers, Brats and Boats" Oktoberfest celebration on September 26<sup>th</sup>, highlighting traditional German dishes and beers.

#### **About Shoreline Sightseeing**

[Shoreline Sightseeing](http://www.shorelinesightseeing.com) was founded in 1939 and today operates Chicago's largest and most diverse fleet of cruise boats and water taxis with 10 major tour vessels and 10 water taxis. Brothers Chip and Matt Collopy represent the third generation of family ownership. Shoreline is proudly celebrating its 75th season on Chicago's waterways in 2014. For complete tour schedules and ticket sale information, visit [www.shorelinesightseeing.com](http://www.shorelinesightseeing.com)

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## 2014 SPRING/SUMMER TOUR SCHEDULE

ARCHITECTURE TOURS	Departing from Navy Pier	Departing from Michigan Avenue
4/27 – 6/7	Every 45 minutes starting at 10 a.m.	Every 45 minutes starting at 9:15 a.m.
6/87– 8/17	Starting at 10 a.m., every 30-45 minutes until 9 p.m.	Starting at 9:15 a.m., every 30-45 minutes until 9 p.m.
8/18– 9/29	Every 45 minutes starting at 10 a.m.	Every 45 minutes starting at 9:15 a.m.

CLASSIC LAKE TOURS	Daily	Saturdays
May and September	11:30 a.m. to dusk	11:30 a.m. to dusk
Memorial Day to Labor Day	Every 60 minutes starting at 11:30 a.m. Evening – 6:45 p.m., 7:45 p.m., & 8:45 p.m. * except Wed. last Classic tour at 7:45 p.m. & then one-hour Fireworks Cruise departs at 8:45 p.m.	Every 60 minutes starting at 11:30 a.m. Evening – 6:45 p.m., 7:45 p.m., & 8:45 p.m. *One-hour Fireworks Cruise departs at 9:30 p.m.

WATER TAXI SCHEDULE	Weekdays	Weekends
May and September	Weather and customer traffic permitting; Please visit our website or call us for the daily schedule	Frequent departures 10 a.m. to 5 p.m.
Memorial Day to Labor Day	Frequent departures 10 a.m. to 6 p.m.	Frequent departures 10 a.m. to 6 p.m.

Water taxis depart daily from four convenient locations: Union Station/Willis (Sears) Tower, N. Michigan Avenue, Navy Pier and Shedd Aquarium/Museum Campus.

COMMUTER WATER TAXI	Departures from:	Monday – Friday
	Erie Park (Erie & Kingsbury) to 200 S. Wacker	6:55 a.m., 7:35 a.m. and 8:15 a.m.

THEMED CRUISES	Brew Cruises	Wine Tasting Cruises
Must be over 21	June 20, July 11 and August 8	July 24, August 12 and September 11
	Oktoberfest Celebration	Cider Cruise
	September 26	October 10

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