



FOR IMMEDIATE RELEASE

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Do good, enjoy yourself at Navy Pier at 2010 Chicago Flower & Garden Show *Take advantage of several ways to get \$2 off ticket price*

The **2010 Chicago Flower & Garden Show**—which runs **Saturday, March 6, through Sunday, March 14, 2010 at Navy Pier**—has teamed up with several organizations to make attending this year's show even more affordable. Carson Pirie Scott & Co., Diet Pepsi, Harry Caray's Tavern and the IMAX, both on Navy Pier, and MB Financial Bank are offering ways to trim your budget so you can invest in your garden this spring.

Carson's extends its in-store donations for Goodwill Industries program to Navy Pier during the final weekend of the show. Simply donate one item of clothing March 13 or 14, cleaned and ready to wear, and receive a \$2 discount when you purchase a ticket at the show. In addition, show attendees can redeem one of 13 million Diet Pepsi cans being sold in Chicago metro area grocers and specialty stores that feature a \$2 savings for show admission.

Stop on your way to the Chicago Flower & Garden Show to purchase tickets for Disney's "Alice in Wonderland" at IMAX, currently scheduled from Friday, March 5, through Thursday, March 25. Then, present your IMAX ticket for a \$2 discount on your garden show ticket. Then, IMAX will give a free small beverage when you present your Chicago Flower & Garden Show ticket.

For a satisfying repast, be sure to stop for a meal at the newest Harry Caray's Tavern, which opens at Navy Pier on Monday, March 1, and present your Chicago Flower & Garden Show ticket for a 20 percent savings on your bill. To support Chicago Gateway Green, order the Tallgrass Stew and the Green Cow specialty drink, a portion of their cost benefits Gateway Green. To warm-up for garden-viewing, check-out the "Holy Green Cows" grazing in Tallgrass pastures.

For your convenience, MB Financial Bank now offers \$2 discount coupons at its 90 Chicago locations.

Just for the Chicago Flower & Garden Show, Navy Pier will provide free trolley service along the entire Pier itself and to State Street by looping along Grand Avenue and returning via Illinois Streets. Parking is discounted to \$14, a considerable savings when compared with Navy Pier's regular \$24.00 weekend price.

Flower & Garden Show Discounts/add one

“We underscore our commitment to making this year’s show affordable by including all seminars in the price of show admission. Show-goers should be sure to schedule some of their time to talk with designers and landscapers in each of our magnificent gardens. These experts have so much advice and wisdom to offer. Plus our Marketplace vendors can offer helpful tips along with the variety of eco-friendly merchandise they have to sell,” said Tony Abruscato, show director.

About the show

Show hours are 10 a.m. to 8 p.m., Monday through Saturday, and 10 a.m. to 6 p.m. Sundays. Adult admission is \$15 weekdays and \$17 weekends. Tickets for children 4-12 years are \$5 every day. Tickets can be ordered online at www.chicagoflower.com, where no service fee is charged. They also can be purchased at the door.

Group discounts start at 15 or more tickets. They can be ordered by calling 773-435-1250, or by downloading a Group Reservation Form at chicagoflower.com, which also has information on special hotel packages.

All-day discounted parking is \$14. For details about CTA bus service to Navy Pier, call 836-7000 (any local area code) or visit the CTA Web site at transitchicago.com. For Metra travel information, go to metrarail.com for train schedules and phone numbers of the various rail lines serving downtown Chicago.

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FYI To schedule an interview with Tony Abruscato or any 2010 Chicago Flower & Garden Show experts, email chicagoflower@skpr.net or call your SKPR contact listed at the top of this release.