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For Immediate Release

Lakefront Cruise Option Highlights Chicago Flower & Garden Show

Fabulous Sightseeing Continues Offshore

CHICAGO (Oct. 31, 2011) – Group tours, girlfriends and visitors to the Chicago Flower & Garden Show – the Midwest’s only consumer show of its kind – can extend their experience to enjoy the beauty of Lake Michigan on an elegant luncheon cruise featuring breathtaking views, a unique floral arranging demonstration, sumptuous dining and entertainment.

Spirit Cruises is once again offering its widely popular Chicago Flower & Garden Show lunch cruise for the 2012 event, from March 10-18. The package includes tickets to the show, a unique floral arranging demonstration designed just for this cruise, a delectable lunch and live entertainment. The two-hour cruise boards at 11 a.m., just steps from the flower show’s location on Navy Pier.

A bon voyage toast at 12 p.m. begins the leisurely excursion around the famed Chicago lakefront. The professional floral arranging demonstration begins while guests enjoy breathtaking views of Lake Michigan.

The grand buffet provides a choice of salads and pasta for starters. Entrees feature mouth-watering sirloin of beef, chicken and penne al forno, all complemented by a fine selection of vegetables. Irresistible desserts include pastries, cakes and seasonal fruit. Talented staff and crew entertain with popular songs and, later, guests can enjoy a DJ playing top-40 hits before arriving back at Navy Pier at 2 p.m.

The lakefront beauty is a perfect match to the Chicago Flower & Garden show’s stunning garden displays and inspiring techniques for trying beautiful ideas at home. In the style of haute couture and wearable art, the event’s 2012 theme is “Hort Couture,” reflecting the influence of

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Chicago Flower & Garden Luncheon Cruise // Add One

fashion and design in floral, plant and landscape creations, drawing inspiration from textures and colors found in plants and fabrics, as well as alluring and beautiful embellishments found in nature. More than two dozen display gardens comprise the ‘spring collection,’ injecting “a new sense of fun and style into the show, as we celebrate both the best of new designs and proven classics,” says Tony Abruscato, the show’s director.

Cruising on a budget has never been easier! Tickets are \$38.90 per person, which includes the voyage, professional floral demonstration, food and entertainment. Taxes and fees are extra. Book your voyage online at <http://www.spiritofchicago.com/Chicago/flower-garden-show-cruises>.

For those wishing to attend without the cruise, advance tickets to the Chicago Flower & Garden Show are available online at www.ChicagoFlower.com. Weekday admission is \$15 when tickets are purchased online; \$17 at the box office. Weekend admission is \$17 when tickets are purchased online; \$19 at the box office. Tickets for children ages 4 through 12 are \$5. Discounted parking at Navy Pier, and group rates and tours also are offered.

The Chicago Flower & Garden Show, under new ownership and presented by Flower Show Productions, Inc., welcomes more than 60,000 visitors to Navy Pier annually, with a legacy that can be traced back to 1847. For information about events, parking, directions and more, please visit www.ChicagoFlower.com.

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About Flower Show Productions, Inc.

Flower Show Productions, Inc. is the production company for the annual Chicago Flower & Garden Show at Navy Pier, and for grand-scale public events that celebrate sustainable living and eco-friendly lifestyles. The company provides year-round messaging, education and information about the benefits of earth-friendly choices to our yards, neighborhoods, communities and the planet. For information, please visit <http://flowershowproductions.com>. For information about the Chicago Flower & Garden Show, please visit www.chicagoflower.com.