

CONTACTS

Tammy Chase
(312) 595-5136
tchase@navypier.com

Payal Patel
(312) 595-5073
ppatel@navypier.com



FOR IMMEDIATE RELEASE

April 14, 2016

PEPSI® Tall Ships® Chicago Returns to Navy Pier July 27-31

*Ticket sales begin today for treasured maritime event that will join
Navy Pier's Centennial Celebration this summer*

CHICAGO – Wind, water and history are set to converge this summer as PEPSI® Tall Ships® Chicago returns to Navy Pier July 27-31 as part of the Pier's Centennial Celebration of its 100th anniversary.

Starting today, fans of this popular nautical event can buy tickets at navypier.com. Single-day boarding passes are \$25 for adults and \$15 for children 12 and under. Sail-away passes start at \$79, and include boarding, touring and sailing.

The tall ships festival is one of the world-class events planned for 2016 that are part of Navy Pier's Centennial Celebration. The Centennial Celebration includes unveiling the significant redevelopment and modernization of the Pier under its Centennial Vision plan, a reimagining of the Midwest's most visited leisure destination that will better showcase a vibrant cultural, environmental, educational and recreational landscape.

Schedule of events and festivities for PESPI Tall Ships Chicago goes as follows:

- On **Wednesday, July 27**, festivities for the five-day event will kick off with an opening ceremony at Navy Pier's east end and the Parade of Sail, a stunning spectacle featuring 15 tall ships and other maritime vessels as they sail majestically along Lake Michigan with Chicago's magnificent skyline as the backdrop.

- **Thursday through Sunday, July 28 – 31**, guests will have the chance to view and explore 14 of the vessels up close, with the unique opportunity to board, tour, and even set sail. Each night of the event from Wednesday through Saturday will feature a spectacular fireworks show to cap off the day's festivities.
- **Beginning today**, the general public can buy tickets online to attend the festival, board designated ships and/or sail.

This year's ship lineup features historical vessels from around the world, including *El Galeón Andalucía* from Cadiz, Spain, a one-of-a-kind replica used by the Spanish Crown for maritime expeditions in the 16th century. Other participants in this year's PEPSI Tall Ships Chicago include *Appledore IV* (USA), *Fred A. Busse* Fireboat (USA), *Friends Good Will* (USA), *Madeline* (USA), *Mist of Avalon* (Canada), U.S. Brig *Niagara* (USA), *Playfair* (Canada), *Pride of Baltimore II* (USA), *Red Witch* (USA), *When and If* (USA), and *Windy* (USA).

"We are thrilled to welcome back PEPSI Tall Ships Chicago as part of our ongoing celebration of Navy Pier's 100th anniversary," said Marilyn Gardner, President and CEO of Navy Pier, Inc. "This event is highly anticipated by maritime fans and Chicagoans, and will provide an unforgettable experience for all of our guests who view, board or sail the tall ships."

Navy Pier is also proud to team up with [Loews Chicago Hotel](#), the official hotel partner of PEPSI Tall Ships Chicago, to host the captains and crew members of the visiting ships.

For more information on PEPSI Tall Ships Chicago or to purchase tickets to the event, please visit www.navy pier.com.

About PEPSI® Tall Ships® Chicago 2016

A popular maritime event, PEPSI® Tall Ships® Chicago 2016 is part of the TALL SHIPS CHALLENGE® Race Series. Produced in partnership with Tall Ships America of Newport, RI, the unique event offers the local community an exciting opportunity to explore vintage vessels and learn about the rich history and educational missions of some of the world's most majestic tall ships. Since 2006, the event has occurred at Navy Pier every three to four years as it makes its way through the Great Lakes region. In 2016, PEPSI Tall Ships Chicago returns to the Midwest's top leisure destination for its fourth appearance, joining a robust lineup of special events and programs to commemorate Navy Pier's centennial year. For more information on PEPSI Tall Ships Chicago, visit www.navy pier.com/tall-ships-chicago-2016.

About Navy Pier

Located on Lake Michigan, Navy Pier is the top-attended leisure destination in the Midwest, stretching more than six city blocks and welcoming more than 8 million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. In 2016, Navy Pier celebrates its 100th anniversary with a series of special events and programming, the grand opening of its new Ferris wheel and ongoing pier-wide redevelopment efforts as part of the Centennial Vision. Navy Pier, Inc., a 501(c)(3) not for profit organization, maintains and oversees Navy Pier and its redevelopment into a bolder, greener and more contemporary urban space. For more information, visit our website at www.navy pier.com.

About Tall Ships America

Tall Ships America organizes the TALL SHIPS CHALLENGE® annual series of tall ship races and maritime port festivals to celebrate our rich maritime heritage and traditions and to inform the general public about the transformative power of adventure and education under sail®. In 2016, the tall ship races are officially

sponsored by Erie Insurance Group. Erie Insurance Group is a FORTUNE 500 company, a Barrons 500 company and has been recognized by Forbes as one of America's 50 Most Trustworthy Financial Companies. For more information, visit www.tallshipsamerica.com and www.erieinsurance.com.

About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit www.pepsico.com.

###