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VIKING SHIP SAILING TO NAVY PIER FOR PEPSI® TALL SHIPS® CHICAGO

Draken Harald Hårfagre, the world's largest Viking ship, makes her first trip to Chicago for July 27 - 31 festival.



CHICAGO – A journey 4,000 miles long and a thousand years in the making, will highlight a PEPSI® Tall Ships® Chicago festival that's sure to be remembered. Navy Pier is proud to confirm that, for the first time ever, *Draken Harald Hårfagre*, the world's largest, most authentic Viking warship, will participate in this year's festival, July 27-31. This maritime spectacle is just one of the world-class events taking place in 2016, part of the Fifth Third Bank Centennial Celebration at Navy Pier to honor and showcase the iconic landmark's 100th anniversary.

The significance of this vessel, making its first trip to Chicago, cannot be understated. *Draken Harald Hårfagre* (English translation: Dragon Harald Fairhair) is named after the first King of Norway and is the most accurate reproduction of a Viking warship to set sail in more than 1000 years. It took years for veteran shipbuilders, craftsmen and artists to construct her, relying upon historical clues from archaeological findings, old boatbuilding traditions and the legends of Viking ships from the Norse sagas. She is 115 feet long, constructed of oak, and equipped with 50 oars. It takes two men to power each oar. Under sail, an international crew of 32 men and women power the Draken, all under the command of Captain Björn Ahlander.

“This is truly a once-in-a-lifetime opportunity for guests who come to PEPSI® Tall Ships® Chicago. Risking their lives, the Draken crew relived the challenges of the Viking ancestors to cross the North Atlantic Ocean and come to Chicago aboard this historic ship, so that guests can view and tour her” said Marilyn Gardner, President and CEO of Navy Pier, Inc. “It is an honor for Navy Pier to be her port of call for our 100th anniversary.”

Fans of the Draken can follow the ship’s journey to Chicago on its Facebook page: www.facebook.com/drakenharaldharfagre. To download a presskit, please visit: https://www.dropbox.com/sh/9kjpgxkl45b3odx/AAAXI1Om1wKkwSwH_iLaWtZKa?dl=0

The schedule of events and festivities for PEPSI® Tall Ships® Chicago is as follows:

- **Wednesday, July 27:** Festivities for the five-day event kickoff with an **Opening Ceremony** at Navy Pier’s east end and the **Parade of Sail**, a stunning spectacle featuring all 14 Tall Ships and other maritime vessels sailing to Navy Pier, with Chicago’s magnificent skyline as the backdrop.
- **Thursday, July 28, through Sunday, July 31:** Guests can view and explore the 14 vessels, with unique opportunity to board, tour, and even set sail. Each night of the event, from Wednesday through Saturday, features a spectacular fireworks show to cap off the day’s festivities.

Those interested in attending this year’s PEPSI® Tall Ships® Chicago festival to see the Draken and the other historic vessels, can buy tickets at www.navy pier.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.

PEPSI® Tall Ships® Chicago is just one highlight of Navy Pier’s Centennial Celebration. This entertaining, educational event allows guests to see the progress underway in redeveloping, redesigning and reinvigorating a beloved venue known as “the People’s Pier,” one that enriches the nine million global visitors who come here each year.

Guests will notice the improvements to Navy Pier as soon as you arrive: the breathtaking new *Centennial Wheel*, the new **Polk Bros Park Fountain and Plaza** at the gateway to the pier, the transformed **South Dock** and the new **Chicago-centric Food Experience**. These improvement to the Midwest’s most-visited leisure destination will offer a more vibrant cultural, environmental, educational and recreational landscape.

For more information on Navy Pier or PEPSI® Tall Ships® Chicago, please visit www.navy pier.com. For hi-res photos of the *Draken Harald Hårfagre*, please refer to the media contacts on this release.

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.navypier.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.navypier.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.

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