



For Immediate Release
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READY. SET. SNOW!

4th ANNUAL SNOW DAYS CHICAGO, JAN. 27 – 29 AT NAVY PIER

CHICAGO – It's that time of year again, when snow sculptors from around the world converge on **Navy Pier's Gateway Park** vying to melt the competition. **The 4th Annual Snow Days Chicago** makes its way to Navy Pier **January 27 – 29!** And with new attractions to this year's event including **interactive games for kids made out of ice** and **Penguins from the Shedd Aquarium** – Snow Days Chicago 2012 is sure to be the biggest one yet!

This year, 15 professional snow sculpting teams from the U.S. and around the world including Russia, Austria, Czech Republic and Spain will put their best snow sculpting skills on full display. Competing teams will create arctic works of art from **10 ft. blocks of man-made snow**. Also, witness dog sled races from **Green Valley Dog Drivers** and be amazed as young **snowboarders** defy gravity during a **snowboarding competition and exhibition**.

The event hours are **11 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday**. All sketches of the future sculpture designs can be viewed now on the Navy Pier website.

In addition, **12 high school** snow sculpting teams will showcase their artistic talents and create snow sculptures that will be on display throughout **Snow Days Chicago**. **The participating schools will include:** Bronzeville Scholastic, CHI Arts, Gage Park High School, Gallery 37, Julian High School, Lake View High School, Lane Tech, Lincoln Park High School, Mather High School and Northside College Prep.

Also, for the first time ever to join **Snow Days Chicago** will be **Penguins from the Shedd Aquarium!** **On January 28 and 29 from noon to 2 p.m.** visitors can see the penguins at **Family Pavilion Stage** inside the main entrance of Navy Pier.

Other new additions to this year's Show Days Chicago include interactive activities for kids such as **Ice Bowling, Basketball, Hockey, Football** and **Snow Painting**.

Once again, Snow Days Chicago visitors will have the opportunity to vote on their favorite professional sculpture Saturday, January 28 from 11 a.m. to 4 p.m., selecting the ***People's Choice Award***.

A panel of celebrity judges who are experts in arts and culture will vote on first, second and third place winners amongst the professional teams. Returning will be media judges, **Dave Hoekstra** of the Chicago Sun-Times and **LeeAnn Trotter** of NBC 5 Chicago. Joining them this year will be Chicago Blackhawks legend **Denis Savard** and **Lynn Osmond**, President and CEO of the Chicago Architecture Foundation

The winning team will receive \$1,500, second place \$1000 and third place \$500. Winning teams will be named at an awards ceremony held Saturday at 6 p.m.

Also, take advantage of Navy Pier's reduced parking rates during Snow Days! Save 25% to 58% every day. Prices have been reduced to \$18 Friday – Sunday before 5 p.m.; and \$10 after 5 p.m. seven days a week. Take advantage of the savings now because the reduced parking rate ends March 18, 2012.

Or plan a Snow Days weekend in Chicago with special Snow Days Chicago rates at Affinia Hotel (166 E. Superior), Navy Pier's Official Hotel. Throughout the event, enjoy a package that includes breakfast for two at Chef Marcus Samuelsson's C-House, Overnight Parking (valued at \$49) and an exclusive Trolley Ride to and from Navy Pier.

The snow sculpting competition is produced in conjunction with Snow Visions, Inc. For more information on Snow Days Chicago and all the event's entertainment options, visit www.navy Pier.com.

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