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Chicago Launches Epic NYE Celebration to Rival Ball Drop: First-Ever Chi-Town Rising Will Ring in 2016 like No Other

Rooms with Amazing Views of Event at Sheraton Chicago Hotel & Towers from \$299; Club Lounge NYE Experiences from \$399

Three Stages of Headline Entertainment, Fireworks & Festivities Will Rock Downtown

Chicago, IL – November 2, 2015 – Chicago is making it known that they are a not-to-miss winter destination with the debut of **Chi-Town Rising**, an epic New Year's Eve celebration complete with A-list entertainment, fireworks and festivities galore. Sheraton Chicago Hotel & Towers, with direct views of Chi-Town Rising, is inviting guests to experience the inaugural NYE event with a number of offers:*

A View From the Top: Experience this epic event with a special viewing party from the hotel's newly renovated 33rd floor Club Lounge, complete with a champagne toast at midnight, hors d'oeuvres, all day snacks and beverages and continental breakfast the next morning. Guests will enjoy their first night's sleep of 2016 in a Club Room; from \$399.

Front & Center: Those who want to get up close without being outside can do just that from the comfort of their deluxe guestroom with a fantastic view of Chi-Town Rising from \$299.

Bundle Up & Save: Those who want to be out in the crowd taking in Chi-Town Rising in the midst of the excitement can opt to retire for the night in a traditional room from \$239 with a city skyline view (two-night stay required).

"We are thrilled to welcome a new tradition to our city, changing the way that Chicago and the Midwest celebrates New Year's Eve," John Murray, founder of Arena Partners and Executive Producer of Chi-Town Rising, said in a statement. Chi-Town Rising is open to the public with select areas reserved for private viewing.

The event will be held along the Chicago River between Michigan Avenue and Columbus Drive, with three stages of musical entertainment on the north and south sides of the river and a midnight countdown featuring a giant Chicago star rising 36-stories into the sky. NBC 5 Chicago will showcase the mega-event live with highlights from the crowd, musical stages, celebrities, fireworks display and the countdown spectacle.

To book a New Year's Eve experience at Sheraton Chicago Hotel & Towers, a premier hotel with a prime waterfront location in the heart of downtown Chicago, please visit www.sheratonchicago.com or call 866-716-8134 and ask for the New Year's Eve special offers.

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The Sheraton Chicago, which is ideally situated on the Chicago River within walking distance of Navy Pier, fabulous Michigan Avenue shopping, Millennium Park, the Loop business district and more, has long been a Windy City favorite based on its location alone. The hotel's 1,218 guestrooms and suites are now completely renovated, boasting spectacular river, lake and skyline views, alongside Sheraton's ultra-comfortable Sweet Sleeper(SM) bed; outstanding accommodations to compliment the hotel's fantastic location.

One of the most popular features of the hotel is the Sheraton Club Lounge, a special privilege reserved for those staying in one of the hotel's Club Rooms or suites. The bi-level lounge serves complimentary continental breakfast, evening hors d'oeuvres, as well as light bites and snacks throughout the day. The panoramic views of the city skyline make this a fantastic setting for gatherings with friends and family. Television, high-speed Internet access and workstations equipped with both a PC and Mac, round out the offerings at the Sheraton Club Lounge.

*Based on availability; taxes not included.