



900 SHOPS TO HOST A CASTING CALL FOR NEW "I AM CHICAGO" AD CAMPAIGN

Try out for your chance to represent Chicago and be the face of 900 Shops on Tuesday, April 5, 2016

Chicago, IL (March 2016) – 900 North Michigan Shops is proud to present their new "I AM CHICAGO" ad campaign launching summer 2016. This campaign will represent Chicago and the passion and innovation embodied by the locals who keep this city running. On Tuesday, April 5, 2016 during the hours of 12pm-8pm, 900 Shops will host a casting call to hand select 6 Chicago locals to be the face of its iconic building.

900 Shops captures the true essence of Chicago with its mix of local boutiques and following of local shoppers. "I AM CHICAGO" will symbolize the relationship between 900 Shops and those who work behind the scenes of the community. This is 900's first campaign that will spotlight individuals and why their story is unique to the city. Are you Chicago?

Men, women, movers, shakers, unique, trendy, confident, game changers are encouraged to audition to be one of the six individuals who are represented in "I AM CHICAGO". Most importantly, participants must have an affinity to the city and want to share their unique story. The casting call will be on Level 2 of 900 Shops beginning at 12pm. Participants will need to audition in front of a panel of judges – a photographer, representative from 900 Shops and three local influencers.

The six individuals who are chosen, will be photographed and have their story filmed for "I AM CHICAGO". Photographs and videos will be used as advertisements throughout 2016-2018 in local print publications, digital placements and on 900's website, social media and more!

More information can be found at: IAMCHICAGO.com

"I AM CHICAGO" CASTING CALL

900 North Michigan Shops, Level 2

Tuesday, April 5, 2016

12pm-8pm

IAMCHICAGO.com

About 900 North Michigan Shops

900 North Michigan Shops is a visually stunning and highly desired shopping destination that resides on the north end of Chicago's vibrant Magnificent Mile. The exclusive tenant mix offers shoppers an unparalleled experience of over 70 luxury lifestyle shops featuring Bloomingdale's and a strong line-up of national brands perfectly complemented by an eclectic collection of unique boutiques and a diverse selection of delectable dining options.

900 North Michigan Shops is located at 900 North Michigan Ave. For more information, call 312.915.3916 or visit www.shop900.com.

MEDIA CONTACT:

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NORTH MICHIGAN **SHOPS**

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