



CONTACT: Anita Pedersen
630-690-7706
FOR IMMEDIATE RELEASE
Anitawarrenpr@sbcglobal.net

**CHICAGO FIRST LADY CRUISES DELIVERS
CONSUMMATE SERVICE AND UNFORGETTABLE MEMORIES FOR
REHEARSAL DINNERS, WEDDING RECEPTIONS AND
WEDDINGS WITH A VIEW**

Chicago's First Lady Captains create "custom backgrounds" for the PERFECT wedding photo

CHICAGO – From rehearsal dinners to wedding receptions, and that magical event in-between, *Chicago's First Lady Cruises* continues steady growth in the highly competitive wedding market. With a season that runs from early May through mid November, *Chicago's First Lady Cruises* capitalizes on Chicago's world-famous lakefront as well as the allure of a private yacht to create a captivating atmosphere for this once-in-a-lifetime event with the city's skyline providing one-of-a-kind wedding photo memories.

The vessels are the 225-passenger *Chicago's First Lady*, 125-passenger *Chicago's Fair Lady* and 100-passenger *Chicago's Little Lady*. The elegant fleet is docked at Riverside Gardens at the lower level and southeast corner of the Michigan Avenue Bridge and Wacker Drive, just three blocks north of Millennium Park. The Chicago River setting offers a special environment for upper deck ceremonies while cruising or dockside. Custom-designed in the style of the 1920s luxury cruising yachts, *Chicago's First Lady*, *Chicago's FairLady* and *Chicago's Little Lady* each features a climate-controlled salon decorated with burgundy hues with mahogany-toned paneling and brass accents. Round dining tables with upholstered chairs provide comfortable viewing of the sights through the large-oblong windows. Spacious, open-air upper decks, with chairs and optional full-service bars, expand available party space or create a special outdoor ceremony option. "The combination of our elegant dining salon and open-air upper-deck lends itself to a natural flow of and mingling among guests for either a rehearsal dinner or wedding reception," says Carol Wrath, wedding coordinator *Chicago's First Lady Cruises*. "This is an important feature for our clients, since many of their out-of-town guests are gathering together for the first time. The intimacy of our yachts creates a relaxing way to interact."

-more-

Chicago's First Lady Cruises | Michigan Ave. & Wacker Dr. | Chicago | USA
847-358-1330 | www.Cruisechicago.com

First Lady
Add one

The upper deck has been the overwhelming choice for wedding ceremonies with Chicago's skyline vistas providing a captivating advantage over landlocked restaurants, reception halls and banquet rooms. And speaking of captivating advantages, enter Captain Ralph Clouser, 14-year veteran of *Chicago's First Lady Cruises* who knows how the visual power of the lakefront can transform basic wedding photos and videos into mesmerizing memories. "This is one of the most important times in a couple's life and as captain of the ship, I want to make it the most memorable using Chicago's incredible lakefront and skyline as a canvas says Captain Ralph. "Most couples think the cruise is unique enough, but when I suggest some of my "custom" photo background ideas, it really becomes the consummate wedding package."

Some of the dramatic scenes are the skyline at sunset; a nighttime skyline with its thousands of twinkling lights; the Buckingham Fountain as well as Chicago's summertime fireworks displays on Saturday nights. So whether it's a fun rehearsal dinner toast, a wedding reception photo of the wedding party, or THE wedding photo of the bride and groom, once the photo shot is chosen, Captain Ralph develops the cruise plan to deliver the background at the right time.

Out-of-town wedding guests are the norm in today's wedding industry. With that in mind, in-laws have scheduled pre-nuptial events offering a completely different focus. Mothers-of-the-groom have chosen a private Chicago Architecture Foundation (CAF) river cruise showcasing Chicago's world-renown lakefront coupled with a casual menu to provide a one-of-a-kind experience to complement wedding event. *Chicago's First Lady Cruises* is in its second decade as the official cruise company for the critically-acclaimed river cruise commented by a CAF-certified volunteer docent.

Chicago's First Lady Cruises staff works closely with the bride and groom, wedding planner and parents to coordinate all event details with the vendors, from flowers, music and photography, to creative catered menus by *Chicago's First Lady Cruises* exclusive-contract catering partners. Entertaining Company, Harry Caray's Catering and Events, and Jimmy Bannos Custom Catering can create a wide array of custom and innovative menus, within specific budgets, to reflect a desired mood. Each caterer has its own specialty and can custom design an elegant or casual setting as well as authentic ethnic cuisine from Indian and Asian to Cajun and Southwest.

-more-

Chicago's First Lady Cruises | Michigan Ave. & Wacker Dr. | Chicago | USA
847-358-1330 | www.Cruisechicago.com

First Lady

Add two

Specialty vendors such as LaSalle Flowers, Arlen Music Consultants, Jim Burke Disc Jockey Events and Stephen Green Photography are also available for easy event planning. Other than CFL's exclusive catering partners, brides may choose their own entertainment, baker and clergy.

Additional amenities include a complimentary iPod digital sound system featuring a large library of songs, or a client's personal iPod can be connected to the sound system to accommodate the bridal couple's personal favorites. The vessels are inspected annually by the United States Coast Guard and carry lifesaving equipment for 100% of passenger capacity.

Chicago's First Lady also embraces a comprehensive environmental program to recycle used oil, engine batteries, beverage containers, cardboard and paper. Brochures are printed on recycled paper, the company also promotes the use of public transportation by staff and crew, uses environmentally safe cleaning solutions, biodiesel fuel and low-flush toilets on board its three vessels. Each custom caterer can provide special organic menus for those wishing to create a truly green-event.

For more information please visit the web site:

<http://www.cruisechicago.com/weddings.php>

To view Chicago's First Lady wedding photo gallery:

<http://www.cruisechicago.com/weddings-gallery.php>

To schedule a wedding event consultation:

Contact Carol Wrath at 847-358-1330 or at cwrath@cruisechicago.com.

#

Chicago's First Lady Cruises | Michigan Ave. & Wacker Dr. | Chicago | USA
847-358-1330 | www.Cruisechicago.com