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Capture the Essence of Fall with *Illinois Now!*
Free magazine helps travelers plan awesome autumn getaways

CHICAGO (August 15, 2003) – As fall colors paint Illinois with brilliant reds, oranges and yellows, the arrival of autumn adventures and the latest edition of *Illinois Now!* make getting away a breeze. Currently available, the 56-page seasonal magazine takes a peek at Illinois' new sites and attractions, galleries, Amish country and wine country, as well as provides a complete listing of fall festivals and events. The cover story, "Postcard Journeys," takes visitors on a breathtaking tour to some of the most picturesque spots in the state, from the cliffs of Tower Rock in Shawnee National Forest to Buckingham Fountain set against the striking Chicago skyline.

The fall issue of *Illinois Now!* also gives readers the chance to win a grand prize that includes a two-night stay for two at the historic Drake Hotel on North Michigan Avenue, plus a \$500 gift certificate from the new Bloomingdale's Home & Furniture Store. Readers will also have the chance to win a second prize, a Champaign County getaway, including two-night accommodations, a night of theatre, dinner for two, and more – valued at \$725.

Illinois Now! makes planning a trip easy, with the magazine's *Events* section that provides a detailed look at must-do happenings around the state. This section lists everything from fall harvest festivals to arts and crafts shows, arranged by region, for the months of September, October and November. Plus, the *Navigator* section highlights some of Illinois' newest sites and attractions, such as the National Italian American Sports Hall of Fame in Chicago's Little Italy neighborhood and the renovated Fort Massac State Park in downstate Metropolis. The magazine's foldout map of Illinois clearly outlines each region of the state and highlights destinations mentioned throughout the issue, making it a snap for travelers to plan and take their trip.

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Art lovers can peruse the “Paint the Town” article and learn about galleries and artists across the state, ranging from Chicago’s River North area to the Art Trail of Southern Illinois. And visitors interested in taking a cultural journey can plan their next trip to Illinois’ Amish Country. “A World Apart” offers a glimpse into a simpler, relaxing way of life enjoyed by the Amish who call the central Illinois towns of Arthur, Arcola and Tuscola home. Each town looks like a picture from the past with unique shops, rich farmland and horse-drawn buggies. For a taste of Illinois, “Illinois Wine Country” sends vino enthusiasts on fall getaways to discover many of the wineries around the state. From Galena to Carbondale, the Land of Lincoln is making its mark on the winemaking map.

Shoppers won’t want to miss “On the Home Front” that takes readers to some of the best furniture and home accessories stores in Illinois, offering everything from classic to contemporary styles. And there’s no better way to refuel in Illinois, than with a bit of “Home Cookin’” served up by some of the tastiest mom-and-pop restaurants around, ranging from all-American fare at the Town & Country Restaurant in Elizabethtown to the Indian family recipes dished out at Hema’s Kitchen in Chicago.

To obtain a free copy of *Illinois Now!* or for more information on traveling throughout Illinois this fall, call an Illinois Travel Counselor at **800-2CONNECT** or visit **www.enjoyillinois.com**. Copies of the seasonal magazine are also available at tourism information centers, convention and visitors bureaus, regional tourism development offices and state park lodges throughout Illinois.

EDITOR’S NOTE: Cover art is available electronically or in slide format. For artwork, contact Jennifer Elving at 312/240-2813.

The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

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