



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

FOR REVIEW
February 20, 2008

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ILLINOIS CELEBRATES SPRING BREAK WITH KIDVENTURES FAMILY GETAWAYS AND UNBEATABLE HOTEL DEALS

New spring break program offers special kid-friendly travel itineraries and accommodation specials

CHICAGO – Today the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (IDCEO/IBOT) launched a spring break program designed to encourage travel throughout the state with new planning tools and special incentives. The program offers special Chicago hotel rates as well as Illinois KidVentures – new kid-centric travel itineraries that will help families plan fun, memorable spring getaways. Visitors can learn about all Illinois offers this spring by visiting www.enjoyillinois.com/springbreak.

“Illinois is a great destination for travelers looking to get away this spring – we have some of the best indoor water parks, nationally-recognized museums, and unbeatable city tours in the Midwest,” said Jan Kostner, deputy director of IBOT. “Our site will help plan the perfect spring vacation for families looking for affordable and enjoyable spring break options or anyone who needs a break from the daily grind.”

Travelers considering a trip to Chicago this spring will discover a host of limited-time hotel deals on www.enjoyillinois.com/springbreak. More than 30 Chicago hotels will offer spring rates starting as low as \$89, March 17-April 15, and many will include additional amenities and services such as complimentary breakfast and valet parking.

Additionally, planning a spring break getaway to Illinois is fun for the whole family with Illinois KidVentures. Families can explore a special Illinois KidVentures Web site on www.enjoyillinois.com/springbreak created especially to excite children about all of the incredible attractions that Illinois has to offer. The interactive site showcases eight Illinois KidVentures bookable travel itineraries and will be further enhanced during March to offer downloadable games and a calendar of events. Visitors to the site explore itineraries such as:

- **Safari in the City:** Discover world-class museums and come face to face with a Tyrannosaurus Rex, Komodo dragon or an Egyptian mummy; take in performances of *Wicked*, *Jersey Boys* or the Joffrey Ballet; and swing by Navy Pier to ride in a sky-high Ferris wheel, shop and take a boat tour. (Chicago)
- **Yummy Tum mies:** Take a bite out of Chicago – known for its signature foods like hot dogs, deep-dish pizza and cheesecake. Embark on a chocolate tour of

the city's sweetest shops, then become chef for a day at the Chopping Block and learn how to whip up dishes the whole family will love. (Chicago)

- **Splash and Explore:** Hours of excitement await in the Chicago suburbs – swim, slide and ride at tropical indoor water park CoCo Key, cheer on your favorite knight while feasting at Medieval Times, and sit in the driver's seat of a racecar and speed down a virtual racetrack at GameWorks. (Chicagoland)
- **Whiz Kids:** Uncover the prehistoric past or discover the secrets of outer space without leaving Illinois! Go on a space mission at the Challenger Learning Centers in Woodstock. Head to Rockford to see dinosaurs Jane and Homer at the Burpee Museum and conduct science experiments at the Discovery Center Museum. (Northern)
- **Abe's Adventures:** Visit Lincoln's old stomping grounds and learn about one of the most important U.S. presidents. Dress up like Abe and play with Lincoln Logs at the Abraham Lincoln Presidential Museum or visit the Lincoln Home in Springfield. (Central)
- **Tails and Trails:** Spot animals of all shapes and sizes on a wild adventure getaway through Western Illinois. See Illinois in all of its natural glory at the Wildlife Prairie State Park, the Peoria Zoo and Rock Island Trail State Park. (Western)
- **Cliffhangers:** Explore the great outdoors in Southern Illinois – hike through the forests at Cave-In-Rock State Park or Garden of the Gods, bike the Tunnel Hill State Trail and go horseback riding at Honey Bee Stables. (Southern)
- **Exploration Vacation:** Grab a compass and retrace the paths of famous explorers and early settlers. See where Lewis and Clark began their journey at the Lewis & Clark Interpretive Center or explore the remnants of Native American settlements at Cahokia Mounds State Historic Site. (Southwest)

Additionally, the Bureau offers travel counselors at **1-800-2CONNECT** who can assist visitors in planning a spring getaway to Illinois. Travelers can also order the Illinois Travel Guide, the most comprehensive guide to travel in the Land of Lincoln. Guides are available at Tourist Information Centers, local convention and visitors bureaus, and regional tourism development offices statewide.

EDITOR'S NOTE: Media materials and downloadable images are available on the Illinois Bureau of Tourism online media center at www.illinoismediacenter.com. Additional photography, available electronically, may be obtained by contacting Emma Douglas at emma.douglas@edelman.com, 312-240-2730 or Andrew Smith at andrew.smith@edelman.com, 312-552-1139.

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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