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**For Immediate Release**

## **Navy Pier Selects *Two by Four*, as New Advertising Agency**

**CHICAGO (October 3, 2007)**— Historic Navy Pier, the Midwest’s number one tourist and leisure destination, has announced the selection of a new advertising agency for its facility. The Board of Directors of the Metropolitan Pier and Exposition Authority (MPEA) approved *Two by Four*, to serve as the Pier’s advertising agency.

The MPEA Board and staff chose *Two by Four*, based on the firm’s overall presentation, creativity, expertise in advertising, case studies of results for previous clients, and its creative ideas for non-traditional advertising communications. *Two by Four*’s staff will be responsible for leading the advertising and marketing efforts on behalf of the Navy Pier brand. The goals are to increase the public awareness of the Navy Pier brand and Navy Pier-generated events and attractions, as well as improve attendance and increase sales.

“We feel that *Two by Four* understands Navy Pier’s business goals and community role, and will assist our Navy Pier marketing staff in taking this lakefront jewel to the next level,” said Juan Ochoa, Chief Executive Officer of the MPEA. “This firm has some very exciting, very innovative plans that will assist us in telling the public about fun family events, attractions and opportunities at Navy Pier year-round.”

*Two by Four* has been the creative force behind award winning marketing campaigns for the World Champion Chicago White Sox, Wrangler Jeans, and the *Chicago Sun Times*.

“The fun and excitement that is going on at Navy Pier everyday is contagious,” said Steve Kanney, Chief Operating Officer and Principal at *Two by Four*. “Too many people right here in Chicago have not had the pleasure to experience all the Pier has to offer. We are eager to help change that.”

The Metropolitan Pier and Exposition Authority owns and operates both historic Navy Pier and McCormick Place, the nation's premier convention center. Navy Pier has more than 8.5 million visitors each year and has an annual economic impact for the city of more than one billion dollars.

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