

For Immediate Release
January 5, 2007

Contact: Rebecca Lantka
815/723-9157

Champion Bear to Promote Joliet in 2007

The City of Joliet -Visitors Bureau is happy to announce Tom Thayer as the 2007 Joliet spokesperson.

Tom Thayer, of the Champion '85 Chicago Bears, is a life long resident of Joliet and proud to promote the many reasons to visit the city. While visiting his mother Ann and brother Rick at the family owned restaurant, Thayer Brothers, located on Ruby Street, Thayer agreed to continue his endorsement of Joliet. Thayer was presented with a framed poster of the ad featuring him, and a duplicate copy will also be displayed in Joliet City Hall. Thayer was previously featured in the 2006 Joliet Visitors Bureau Comcast cable advertising, as well as print ads in the Joliet Herald News, WJOL radio promotions, and in the 2006 Joliet Visitors Magazine. The Joliet cable ads featuring Tom Thayer can be viewed at www.visitjoliet.org. Thayer has also lent his image and testimonials to the lighted outdoor kiosk display at Chicago & Cass Street in Downtown Joliet.

In 2007 the Joliet Visitors Bureau will once again feature Thayer in Comcast cable television commercials to promote the city's attractions and festivals, as well as in Chicagoland radio and media support. Promotions are scheduled to begin airing in March of 2007. When asked if he enjoyed living in Chicago in a recent interview, Thayer replied, "I may stay in Chicago, but I live in Joliet," he later stated he is "Joliet's Tom Thayer." This and many other testimonials prove his pride and champion representation that the city is proud to embrace in 2007.

The Joliet Visitors Bureau works to promote the City of Joliet and the tourist attractions of the city. For more information on Joliet tourism call 1-877-4-JOLIET or visit www.visitjoliet.org

* Photos Available

###

John Mezera
City Manager

Kevin Hegarty
Public Information Officer