



## FOR IMMEDIATE RELEASE

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### *Chicago River Street Viewed by Google*

Chicago (January 21, 2016)—Friends of the Chicago River is thrilled to announce that the Chicago River has joined some of the few rivers in the world including the Thames, the Seine, and the Hudson in being Streetviewed by Google. On an expedition initiated by Friends' board member, Kevin Hartman, Google's head of analytics, members of the "Street View" team captured the mystery and the majesty of the river when drivers took their tools to the water where they traveled the Main Stem, up north around Goose Island, and down into Bubbly Creek to bring the river to life for people around the world.

"The river has never been more accessible to people," said Margaret Frisbie, Friends' executive director. "Google Street View makes it even more so. It is astonishing to see the river this way and people are going to love it." The Chicago River is emerging as a center of life in the city of Chicago and beyond with the new Chicago Riverwalk, improvements in water quality, and investments in wildlife and public access making it healthier and a catalyst for community revitalization. "Google's Street View river will allow people of all ages to discover the river, see what it really looks like, and figure out how they can use the river themselves," said Hartman. "This easy to use navigational tool is like a boat ride down the Chicago River people can enjoy at any time, from anywhere they can use a computer or mobile device." The Chicago River "Street View" can be accessed at <http://bit.ly/1J5jcX0> or by dragging the Google Maps people icon and placing it on the river.

Founded in 1979, Friends of the Chicago River is an award winning nonprofit organization whose mission is to improve and protect the Chicago River for people, plants, and animals. With over 6,000 members, volunteers, and online advocates, Friends works to make the river greener and more accessible, while building awareness of the benefits that a clean, healthy river can bring to communities across the watershed. Friends of the Chicago River is working to make the Chicago River one of the world's greatest metropolitan rivers. For more information on Friends of the Chicago River, please visit our website [www.chicagoriver.org](http://www.chicagoriver.org).