

CHICAGO UNSEEN



NOT JUST A CONCRETE JUNGLE.

**UNLOCK YOUR CITY'S HIDDEN
GEMS. DISCOVER CHICAGO'S
PARKS. ROOF TOP GARDENS, AND
HIDDEN OASES.**

#CHICAGOUNSEEN

CHICAGO
CHOOSE CHICAGO

CHICAGO UNSEEN



ON TRACK TO HAVE A GREAT DAY.

**HOP ON CHICAGO'S FAMOUS
CTA TRAINS AND UNCOVER
THE CITY'S HIDDEN GEMS
FROM A NEW PERSPECTIVE.**

#CHICAGOUNSEEN

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Ad Copy Kit #chicagounseen

1. Not *just* a concrete jungle

- Promotes green scapes within the urban setting
- Photo via [Green City Times](#)

2. On *track* to have a great day.

- Promotes use of the trains to explore the city
- Photo via [Chicago Architecture Center](#)

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