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VIPER ALLEY HOLIDAY PROGRAMS BENEFIT MILITARY, NORTHERN ILLINOIS FOOD BANK AND TOYS FOR TOTS

Lincolnshire, IL, November 1, 2011 –Viper Alley, the exciting new boutique concert and dining venue on Chicago’s North Shore, is giving back this holiday season, with special programs to benefit military veterans, the Northern Illinois Food Bank and Toys for Tots.

“We’re pleased to have this opportunity to give back to our community and to thank local residents for welcoming Viper Alley to the neighborhood,” says Scott Greenberg, Viper Alley creator and founder of TheWit Hotel, Chicago.

Holiday giving programs include:

Veteran’s Day: On November 11, all military veterans, active and discharged, can receive one free ticket (with military ID) to the Local H concert with the purchase of one ticket at the door. Chicago-based power duo Local H performs at 10:15 pm Friday, Nov. 11 at Viper Alley.

Weekend of Thanks: Bring in two cans of non-expired goods on November 25 or 26 and receive 1/2 off a ticket to see Blackened (Metallica Tribute) or Trippin Billies (Dave Matthews Tribute). One discount per person. The canned goods will be donated to the Northern Illinois Food Bank on Monday, Nov. 28. Blackened (with opening act Losing Scarlet) plays on Friday, Nov. 25 at 9 pm; Trippin Billies will perform on Saturday, Nov. 26 at 9 pm.

Toys for Tots: From Dec. 1 through Dec. 16, place a new, unopened toy in the Toys for Tots donation box at the Viper Alley box office, 275 Parkway Drive, Lincolnshire, and receive a \$10 off voucher good for food or beverages on your next visit (valid 1/1/12 through 3/31/12).

Viper Alley is the ultimate year-round entertainment destination offering upscale dining and music as part of an immersive experience. The unique boutique concert venue, which seats up to 550 guests, features live performances Thursdays through Sundays. Artists are selected to appeal to discerning audience of music and entertainment aficionados, and include a wide range of genres, including retro, rock, jazz, pop, country, blues, Broadway and comedy. Before the concerts, guests can choose from a full dinner menu at candlelit tables and then enjoy the performances from top national and local artists – all from stage-side seating.

Viper Alley is also available for private events for groups ranging from 25 to 550 people. It offers flexible and multiple space configurations, state of the art technology and various menus for corporate events, charity functions, private concerts, bar/bat mitzvahs, birthday and anniversary parties, bachelor/bachelorette parties and more. For information, contact Laurie Cohn, Director of Catering and Special Events at 847-499-5011, laurie@viper-alley.com.

For tickets and more information, contact the box office at 847.499.5000 or visit www.viper-alley.com.

Viper Alley is located at 275 Parkway Drive, Lincolnshire, at the corner of Milwaukee and Aptakisic, near Wildfire Restaurant and the Lincolnshire Regal 20/IMAX movie theater.