

**FOR IMMEDIATE RELEASE**

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## **Sleigh Baby Brings Après Ski Lodge Culture to Chicago**

*SocialLight Group carves Estate into the most “grammable” winter pop-up bar*



[For high resolution and additional photos, click here.](#)

**CHICAGO, IL., (November 27, 2018)** – SocialLight Group is bringing the lavish “after-dark” skiing culture to Chicago, without the slopes. Starting November 17, Estate will be transforming into [Sleigh Baby](#) – Chicago’s ultimate winter pop-up.

Inspired by an après ski lodge and holiday pop culture, Sleigh Baby will be the perfect winter escape within a concrete jungle. Each space in the pop-up will be uniquely transformed by local artists with rooms ranging from a retro ski lodge to others hosting life size snow globes and Santa sleighs, giving guests a plethora of photo opportunities.

On top of being the go-to Instagram opportunity this holiday season, Sleigh Baby will also have a full bar, food menu and kitchen takeovers by some of the city’s finest food trucks.

- WHO:** [SocialLight Group](#)
- WHAT:** A seasonal pop up bar - a winter dreamscape curated by a local artist collective, inspired by an après ski lodge and holiday pop culture.
- WHEN:** Open daily through Sunday, January 6, until 4:00 a.m. daily; 5:00 a.m. on Saturdays.  
Closed December 24 & 25; available for private events all days.
- WHERE:** Sleigh Baby at Estate 1177 N Elston Ave, Chicago, IL 60642

Tickets, with early bird tickets starting at \$10, and parties can be booked on [www.sleighbaby.com](http://www.sleighbaby.com), with a portion of each sale going toward [Chicago Neighbors United](#).

For more information on the pop-up, email [info@sleighbaby.com](mailto:info@sleighbaby.com) or call 773.988.5314.

### **SocialLight Group**

SocialLight Group is a Chicago-based hospitality company that opened Estate in 2012 and Trophy Room in 2014. The company will be opening Fame lounge, After night club and Passport bar in the next several months.

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