

# the 100

“Every time we do these types of [victory celebration] events, we learn a little something extra. We always build on to it.”

—Eddie Johnson, Chicago police chief, Chicago, Illinois, USA, to WGN TV

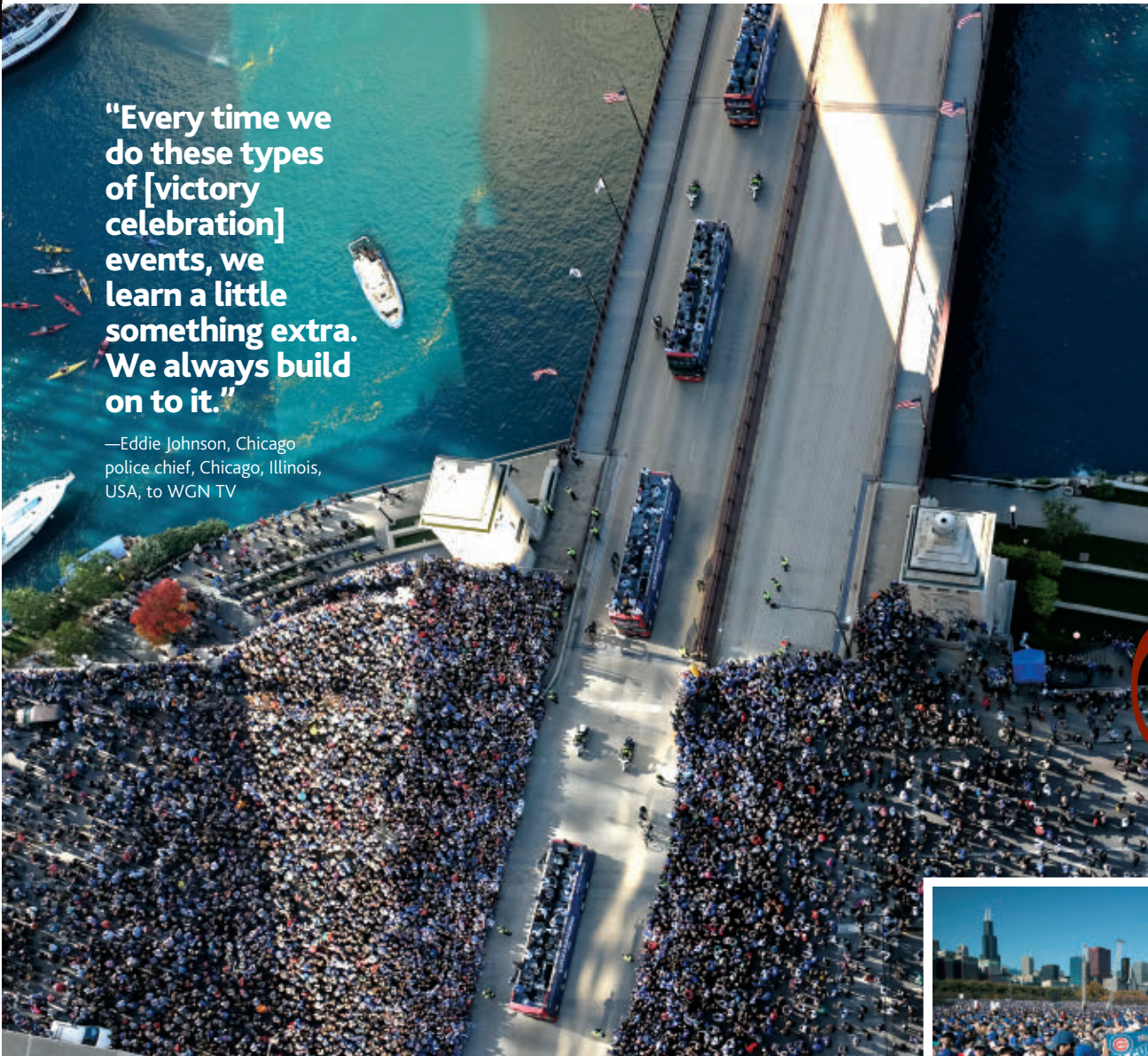


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## Celebration of the Century

Fans of the Chicago Cubs waited 108 years for the Major League Baseball team to win a World Series title. But the colossal celebration to mark the occasion was arranged in just one day. An estimated 5 million people in Chicago, Illinois, USA lined streets for a parade and filled a public park for a rally.

A city government project team kept the crowd safe by leveraging lessons learned from previous victory celebrations involving the city’s National Hockey

League team and a 2008 election night rally for President Barack Obama. Public transportation systems added trains to and from the city to accommodate fans and reduce car traffic. The city required police officers to work overtime and pull 12-hour shifts to ensure security and crowd control. The city even dyed its river blue to match the team’s signature color—hiring the same company that changes the river to green each year during St. Patrick’s Day holiday celebrations.

**PROJECT:**  
Chicago Cubs victory celebration

**LOCATION:**  
Chicago, Illinois, USA

**ATTENDANCE:**  
5 million (estimated)

**WOW FACTOR:**  
The seventh-largest gathering in human history was coordinated in one day.