@AllForTheLoveofChicago is about taking back our city’s story. Too often, others try to define who we are — but only we know the real Chicago.

This initiative is a [love letter to Chicago](https://cdn.choosechicago.com/uploads/2025/09/cc_10x9.875_aftloc_ad_print.pdf), calling on everyone who loves this city to share their unapologetic, bold, and unfiltered stories. Together, we’ll flood the feeds and reach the masses with the story only we can tell.

Want to get involved? Record a video or post a photo about why you love Chicago. Post and tag @allfortheloveofchicago or DM the video to @allfortheloveofchicago on Instagram or TikTok.