



National Children's Retailer to Pop Up in Downtown Rockford *The Land of Nod to Participate in Stroll on State*

For Immediate Release
November 19, 2013

ROCKFORD, IL – The Land of Nod (www.landofnod.com), sister company to national retailer Crate&Barrel, will open in downtown Rockford for the new holiday event, ***Stroll on State***.

"Collaborating with The Land of Nod is more than just a holiday miracle; it is another way to proudly support artisans and share their creative influence within our community, while showcasing the unique appeal our downtown offers." John Groh, president/CEO of the Rockford Area Convention & Visitors Bureau.

The Land of Nod is a well-known Internet, catalog and retail company that specializes in hand-made toys, furniture and home décor for children. A variety of one-of-a-kind, handcrafted toys and gifts will be available for purchase on the day of the event, while furniture and décor items can be ordered directly from their catalog, with *free shipping*.

"We are extremely excited to support the Stroll on State. We have wonderful customers in the Rockford area and wanted to help create a magical holiday experience in the Rockford community. When we heard about Stroll on State, we felt it would be a great fit for the Land of Nod," stated Michelle Kohanzo, The Land of Nod CEO.

The following artists have created one-of-a-kind gifts especially for, and only available at, the Stroll on State.

- John Murphy - <http://stupidcreatures.com>;
- Mimi Kirchner - <http://mimikirchner.com/blog>;
- Jennifer Strunge - <http://cottonmonster.com>;
- Heidi Kenney - <http://www.mypapercrane.com>;
- Michelle Tomo – <http://www.crowdedteeth.com>; and more.

The Land of Nod will be located at 115 N. Water St., (at the intersection of Water and State Streets) on November 30, from 4 to 10 p.m.

Rockford, Illinois is just one of the seven locations The Land of Nod will visit this season. Seasonal shops have been created in these destinations; Schaumburg, IL; Boston, MA; Denver, CO; Philadelphia, PA; Los Altos, CA and Houston, TX. The Land of Nod has retail locations in California, Illinois, and Washington.
www.landofnod.com

More information on this Merry and Bright event can be found at www.strollonstate.com. Special details and behind-the-scenes photos will be posted to GoRockford's Facebook, Twitter, Instagram and YouTube pages.

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For More Information:

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