



# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Stroll on State to Feature More than 50 Vendors, highlighted by artist Lisa Frost's Frostyland at City Hall *Special performances by Mo Pitney to highlight tree lighting ceremony and Randy Finch, "Ice Guru"*

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Rockford, IL – The ***Stroll on State*** lineup of vendors and entertainment continues to grow as local artists Lisa Frost, Mo Pitney and "Ice Guru" Randy Finch will each bring their unique talents to the holiday event in downtown Rockford, ***Saturday, November 29 from 4 to 9 p.m.***

***Lisa Frost's FROSTYLAND*** will transform Rockford's City Hall into a winter wonderland. A wide assortment of her one-of-a-kind creations will be on display throughout the event (get a taste of her fun art at [www.lisafroststudio.com](http://www.lisafroststudio.com)). Also at City Hall will be B103's Michelle Marcomb adding to the festive atmosphere, and The Sweetery will serve their tasty treats.

Another new shopping experience this year is the ***Real. Original. Holiday Pop Up Shop*** at the RACVB Annex, located at 102 N. Main Street. The pop-up shop will feature holiday and gift items from several Rockford museums and attractions, including Burpee Museum, Discovery Center Museum, Klehm Arboretum, Ethnic Heritage Museum, Anderson Japanese Gardens, Midway Village Museum, Rockford Park District and Tinker Swiss Cottage. Just outside the shop, take a skate on the Ice Skating Rink that will be set up under the lighted arches on Main Street.

Additional Pop Up shops will be set up inside ***Chase Bank*** and ***Stewart Square*** and will feature everything from food and wine vendors, to unique gifts and accessories. Fourteen food vendors will be set up along State Street to accommodate a wide selection of taste buds, and several outdoor beer and wine gardens will be available, too. A full listing of the more than 50 vendors and their locations can be found online at [www.strollonstate.com](http://www.strollonstate.com).

### **Stroll & Tree Lighting Ceremony with special guest Mo Pitney**

The highlight of the evening will be the namesake event, as the "Stroll" will begin from City Hall at 5:45 p.m. and make its way to Rockford's Christmas Tree at the PNC Bank Plaza. The tree lighting ceremony will begin at 6 p.m. with the big moment coming at about 6:15 p.m. As part of the ceremony, local recording artist ***Mo Pitney*** will give a special performance to help celebrate the event. After the ceremony, Pitney also will be performing a concert with guests Wil Nance and Bobby Tomberlin at Veterans Memorial Hall as part of the Legacy 2014 to benefit Love You More – A Sydney Ives Foundation event. Tickets for Pitney's performance at Memorial Hall are available at [www.eventbrite.com](http://www.eventbrite.com).

***Randy Finch, the "Ice Guru,"*** and star of the Food Network show *Ice Brigade* ([foodnetwork.com/shows/ice-brigade](http://foodnetwork.com/shows/ice-brigade)), and a team of renegade ice artists will create extraordinary interactive ice sculptures during the new holiday event.

The Ice Brigade has been working together for many years. Led by Finch, they design and execute nearly anything out of ice: from full service bars, logos for corporate gatherings, food & beverage displays, art, and holiday sculptures to large interactive projects featuring a pool table, bowling lanes, a fireplace and more. Rather than implementing traditional carving techniques, they prefer unconventional tools that produce unique and over-the-top effects.

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For more information on the event, visit [www.strollonstate.com](http://www.strollonstate.com).

*The Rockford Area Convention & Visitors Bureau drives quality of life and economic growth for our citizens through tourism marketing and destination development. [gorockford.com](http://gorockford.com)*

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