

Plan Your Stroll: Information to Help Attendees Get Ready for Stroll on State

*Parking recommendations and outdoor vendors set;
70th Annual 'Messiah' to be performed at Trinity Lutheran Church*

FOR IMMEDIATE RELEASE

November 23, 2015

Rockford, IL – The Rockford Area Convention & Visitors Bureau has added a new way to help attendees get ready for this year's **Stroll on State** presented by **Illinois Bank & Trust** by rolling out an interactive "Plan Your Stroll" website/application that can be used on smart phones, tablets and desktop computers. The application, available at www.strollonstate.com, will allow attendees to pick what events and attractions they want to attend and to create a personalized SOS map to use the night of the event.

"We are continuously looking for ways to make the Stroll experience easier and yet more dynamic for those coming to the celebration," said John Groh, RACVB President/CEO. "The Plan Your Stroll tool gives attendees another way to get the most out of their experience."

In addition to creating their agenda, Strollers can sign up to receive informational text messages throughout the Stroll. The texts will be used to remind attendees of major events and activities throughout the night, along with being a resource for any emergency announcements or event updates.

SOS Parking and Street Closures

Three remote parking lots will be operating this year during Stroll on State. Round-trip shuttles will run between the remote lots and downtown from 3 p.m. – 9:30 p.m.

- YMCA Parking Lot, 200 Y Blvd. (handicap accessible bus available) – drop off at Madison and Market Street.
- Heartland Community Church, 1280 S. Alpine Rd. – drop-off at corner of Market and 2nd Street
- Illinois Bank & Trust, 4048 E. State Street – Drop-off at the corner of Market and 2nd Street

Street closures for Stroll on State will begin at 7 a.m. on Saturday, November 28. State Street from 3rd Street to Church Street will be closed and will re-open by 12 a.m. In addition, Main Street from Jefferson to Chestnut and Wyman Street from Jefferson to Elm will be closed. Water Street from Riverview Ice House to State will be closed. Several side streets one block off State Street will be closed or have limited traffic.

Attendees looking to park downtown are encouraged to use the public parking decks and surface lots available. The parking decks will have a \$5 parking fee the night of the event. A full map of available lots is at strollonstate.com. Downtown street parking is free and available as marked.

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70th Annual “Messiah” at Trinity Lutheran Church

Stroll on State attendees can experience the Rockford Choral Union’s 70th annual presentation of “George Frederick Handel’s Messiah” under the direction of Nat Bauer with internationally known soloists, chorus members from various churches, chamber orchestra, pipe organ and harpsichord.

The performance on Saturday, Nov. 28 will be at 4 p.m.; note the time is earlier this year so that concert attendees can experience this traditional concert and the Stroll on State festivities in the same night. There will be an additional performance on Sunday, Nov. 29 at 3 p.m. Both performances are held at Trinity Lutheran Church, 200 N. First Street, downtown Rockford.

The performance is free, although donations will be accepted. There is free reserved parking for concert goers and it is handicapped accessible. For more information on the concert, contact Nat Bauer at info@rockfordchoralunion.org or go to rockfordchoralunion.org.

Stroll on State Vendors

An all-new Outdoor Holiday Market will take place at the parking lot next to Veterans Memorial Hall at the corner of Main Street and Mulberry Street. The market will feature 18 vendors specializing in items perfect for holiday gift-giving. In addition, several vendors will offer packaged foods including candies, treats and bakery goods. There also will be many outdoor food and beverage vendors located throughout the SOS grounds. Downtown businesses will be open with specials and activities throughout the night, as well.

Vendors at the Outdoor Holiday Market at Veterans

Memorial Hall Parking Lot include:

- Bygone Brand
- Golden Bear Elk Farm
- Kokobear Bakery
- LawnCare by Walter
- Magpie
- Phantom Regiment
- Raegan’s Ruffles
- Raku Gold Pottery
- Redesigned Relics, LLC
- Rockford Starfires
- Roosevelt Community Education Center
- Sanctuary Spa, Inc
- Socks That Rock
- Sugar Britches
- The Vintage Beau
- Toad Hall
- Vineyard Books & Gifts

Vendors located throughout the Stroll on State Grounds include:

- AnJan’s Eats
- Bamboo Asian Noodles
- Boy Scout Troop 23
- Hermes Kettlecorn
- Hope Ministries, Inc.
- JavaMania
- Lulu’s Roasted Corn
- Machine Shed
- Mamma Mia’s
- Papa John’s Pizza
- Rucci’s Cinnamon Roasting Nuts
- The Cheese Market
- The Wild Rhubarb Eatery & Bakery
- Vintage @ 501

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Led by the Rockford Area Convention & Visitors Bureau, in addition to many partners, the following entities have come together to generously sponsor Stroll on State:

- **Illinois Bank & Trust** - Presenting Sponsor
- **SwedishAmerican, a division of UW Health** - Sponsor of the Merry & Bright Stage and Official City of Rockford Christmas Tree
- **Comcast** - Sponsor of MovieLand
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- **Landstar Systems, Inc.** - Sponsor of Christmas Tree at Eddie Green Park
- **River District Association** - Sponsor of Christmas Tree at Veterans Memorial Hall
- **Rockford Sharefest** - Sponsor of Decorations and Volunteers for Stroll on State

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RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. gorockford.com

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FOR MORE INFORMATION:

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