

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB is Seeking Out the Next Stroll on State Christmas Tree

*Tree featured on display in downtown Rockford  
throughout the Merry & Bright season*

**FOR IMMEDIATE RELEASE**

**September 25, 2017**

**Rockford, IL** - The RACVB is looking for help finding the official Christmas tree for **Stroll on State**, presented by **Illinois Bank & Trust** this year. Any resident in the Rockford region interested in submitting a tree for consideration is asked to contact Bea Miller at [bmiller@gorockford.com](mailto:bmiller@gorockford.com) by **Friday, October 13** to be considered.

Submissions must include:

- Contact name, phone number, address and email
- Approximate height of the tree – 50 feet or taller
- Type of tree – Blue Spruce, Norway Spruce, Firs
- Location – within the Rockford region
- This is a donation. (the cost to remove the tree is covered)
- Photo

All submissions will be reviewed by the Stroll on State team. Those meeting specific criteria will be forwarded to a tree company who will make the final determination re: tree selection.

There are several considerations to be made when selecting:

- 1.) Width of tree - width impacts safety with transport re: number of lanes needed for transport
- 2.) Height of power lines along route
- 3.) Location of tree in yard (tree needs to be easily accessible)
- 4.) Fullness of tree

Additional information about Stroll on State can be found at [strollonstate.com](http://strollonstate.com) and the Facebook page [www.facebook.com/StrollonState/](http://www.facebook.com/StrollonState/).

**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](http://gorockford.com)

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