

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Dash Away, Dash Away, Dash Away All to the Dasher Dash 5K at Stroll on State

RACVB and Fleet Feet team up to host new family friendly run/walk on Nov. 25

FOR IMMEDIATE RELEASE

September 28, 2017

Rockford, IL – Stroll on State presented by Illinois Bank & Trust will mark its 5th anniversary on **Saturday, November 25, 2017**. To mark the anniversary, the Rockford Area Convention & Visitors Bureau and Fleet Feet Rockford are launching a new tradition for friends and family to take part in during the Thanksgiving weekend – Stroll on State's **Dasher Dash 5K**.

The Dasher Dash will begin at 8 a.m. on the morning of Stroll on State. The route will take runners through an all new course. Starting at the UW Health Sports Factory, the race then moves through historic parts of downtown and southwest Rockford, including four bridge crossings, Haight Village and the Founders Landing District including the lovely grounds of Tinker Swiss Cottage Museum & Gardens. Runners won't want to spend too much time sightseeing though, because once they cross the finish line on Grove Street hot chocolate and Christmas cookies will be waiting. The course was created with all skill levels in mind; awards for overall and age group winners as well as finisher medals will be provided. Participants also receive a race T-shirt with their registration.

"We knew in year five of Stroll on State that we would have to set the bar at a new high level and the Dasher Dash 5K will help us do just that," said Tana Vettore, RACVB director of destination development. "By adding the run to the event, we have made Stroll a full day event in downtown Rockford. We know this race will truly set the pace for the rest of the day's fun activities!"

"Our Fleet Feet staff and family are so excited to help bring the Dasher Dash 5K to an already awesome event," said Melissa Pratt, co-owner of Fleet Feet. "We couldn't think of a better way for friends and family to get a jump on their celebrations than running a fun race through historic downtown Rockford, including across our iconic bridges. We promise a lively day with treats, medals, and surprises!"

Dasher Dash 5K:

- Date: Saturday, November 25, 2017
- Start Time: 8 a.m.
- Location: UW Health Sports Factory, 305 S. Madison Street
- Price: \$30 (plus \$2.50 online processing fee). Price increases to \$35 after Nov. 21.
- Registration: online at www.strollonstate.com or at Fleet Feet, 1653 N Alpine Rd, Rockford

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