

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



'Tis the Season to Shop on State

*Shop, sip and snack in downtown Rockford
for the Merry & Bright season*

FOR IMMEDIATE RELEASE

December 6, 2017

Rockford, IL – The Rockford Area Convention & Visitors Bureau and the River District Association are getting ready for the holidays with the community's premiere holiday shopping event **Shop on State** in downtown Rockford on **Saturday, December 9 from 11 a.m. – 7 p.m.** This is one of several shopping events happening now until December 23 that will give residents and visitors a chance to discover great specials and fun entertainment in downtown Rockford.

Shop on State is a hometown holiday event where people are encouraged to shop, sip and snack during the Merry & Bright season in the Rockford region. This shopping experience invites guests to explore the unique local establishments that the downtown Rockford region has to offer. Participating merchants will provide sips and snacks to make the shopping more enjoyable and free gift wrapping will be provided at select shops.

"This community event is something the River District merchants and shoppers both look forward to each year. It's definitely an opportunity for local businesses to showcase the great gift ideas they have to offer," said Leah Tuneberg, River District Association executive director. "It is also a chance for shoppers to get out and have some fun for the holidays. Shop on State is a big contributor to supporting local and has helped to strengthen our commerce in Rockford's strengthened downtown."

Participating merchants include 317 Studio and Gallery, 510 Threads/Eurostyle, Bath and Body Fusion, Bella Luna Bakery, Bootville, Ground Floor Skateboards, London Avenue Designs, Lucette Salon and Spa, Luna Datura's Curious Gifts, Minglewood Boutique, Noah's Ark Animal Sanctuary, Rockford Art Deli, Rockford Remade 517, Rockford Roasting Company, Rocktown Adventures, Runner's Image, Salvaged by Sonya, The Collector's Bench, The Parlour, The Underground and White Light Mercantile.

Guests attending the event this year will also have a chance to win a one-of-a-kind gift basket (valued at \$500) filled with various items from several local shops. A stamp card is available at participating merchant locations. Once stamps are redeemed from five different locations, the completed stamp card can then be dropped off in the giveaway box provided at the participating locations for a chance to win the gift basket. One winner will be chosen and notified on **Wednesday, December 13.**

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"It's the most wonderful time of year in the Rockford region as local merchants prepare for the busy holiday shopping season. Shop on State is a great event where people can find incredible specials and unique gifts original to Rockford," said Andrea Cook, Rockford Area Convention & Visitors Bureau marketing & communications manager. "We have such a variety of shops, businesses and restaurants in our community, especially within walking distance downtown, so it's very convenient and a leisurely experience getting from place to place. The merchants also donate proceeds from this event to a local charitable organization, too, and that's something that means a lot to me when choosing where to spend my dollars."

Shop Downtown Rockford throughout the Merry and Bright season and participating businesses will **donate 2% of purchases** to the **Rockford Register Star's Empty Stocking Club**, which provides toys to children in need.

More information about Shop on State can be found at <https://www.gorockford.com/event/shop-on-state/14638/> and all other Shop Downtown Rockford events for the Merry & Bright season can be found at www.facebook.com/shopdowntownrockford/events.

River District Association (RDA) is a private, 501(c)3 not-for-profit, membership-based organization and is supported through membership dues, donations, sponsorships, grants, and fundraisers. The mission is to establish nurturing meaningful relationships to gain influence and authority for the betterment of the River District community.

Shop Downtown Rockford encourages you to **SHOP LOCAL** for the holidays – and every day!

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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