



# News Release

## Rockford City Market

Presented by  **Mercyhealth**  
A passion for making lives better.™

## Run Over to Rockford City Market

*New 5K Event Highlights Downtown Rockford Including City Market*

### FOR IMMEDIATE RELEASE

June 5, 2018

**ROCKFORD, IL** – Local downtown business, Runner's Image, has created a brand new 5K race highlighting some of Rockford's new developments. The 5K, called the **Fun Fridays Market 5K**, will be held in conjunction with Rockford City Market. The course starts and finishes at Davis Park and utilizes the paved recreation path south of the Fordham Dam. Participants will see some of Rockford's largest downtown projects including the Morgan Street Bridge (completed), the Amerock Hotel project (under construction) and the Barber-Colman Complex (future development).

This is a **3-race series** with the first of these races held on Friday, June 8. Pre-register for the series for just \$27 and you'll receive a custom t-shirt. Individuals can also pre-register for each race individually for \$9 each (no t-shirt included). Late registration will be taken at Runner's Image (219 E. State St.) Wednesday - Friday, and at Davis Park right before the race (\$30 for the series, \$10 for the first race, cash only). Each race will be timed and race results will be posted the week after the race. There will be no awards – just "old school" bragging rights! Pre-registration fees will be divided equally between Rockford City Market, St. Elizabeth Community Center, and Runner's Image. Once runners finish the race, they are encouraged to celebrate their accomplishment at Rockford City Market!

### Rockford City Market on June 8

#### MUSIC

Main Stage: **Paper Airplane** (4:30 – 8 p.m.)

Acoustic Stage: **Steve McClanahan** (5:30 – 8 p.m.)

#### ACTIVITIES

**Discovery Center Museum** will be at the market where kids can make superhero masks and sparkling princess wands and play in the "snow!" The mission of the Discovery Center Museum is to create opportunities for joyful learning and discovery through hands-on experiences in the sciences and arts.

The **Cherry Valley Public Library** will also be at the market providing information about the services and programs the library offers including the 2018 Summer Reading Program, "Reading Takes You Everywhere!" Kids can string their own paper leis from paper flowers, beads, and yarn and learn to make their very own leis to wear!

#### SPECIAL EVENT

The **Fun Fridays Market 5K**, created by Runner's Image, will be held in conjunction with Rockford City Market. The race aims to give families an inexpensive, low-key athletic event they can finish before the market.

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### ENTRANCE GATES

The **Rockford Area Convention & Visitors Bureau (RACVB)** will be at the gates handing out “Save the Dates” for **Stroll on State**, their holiday event, as well as giving information on how patrons can get involved with the event. Stroll on State is a free community event that kicks off the holiday season and is always held the Saturday after Thanksgiving in downtown Rockford. RACVB’s focus is regional tourism, leisure travel and destination development.

### ROCKFORD AREA ARTS COUNCIL

**Brock Pieper** will be featuring charcoal drawings (prints and originals) that portray fears and afflictions that bind our psyche. These images are a glimpse into the emotional realm of individuals as we go through change and pain.

### DOWNTOWN BUSINESS BOOTH

**Rocktown Adventures** will be at the market in the Downtown Business booth. Rocktown Adventures is located at 313 N. Madison Street. They promote the recreational opportunities in our area and beyond for paddle sports, snow sports, hiking and camping. They carry a wide range of gear and apparel for cross country skiing, snowshoeing, camping, hiking, and any other outdoor activity you’re into!

### MERCYHEALTH

As the **Level III Regional Perinatal Center**, Mercyhealth provides services to an 11-county area. This includes our Level III Neonatal Intensive Care Unit, the only one in Rockford. The NICU works closely with Maternal-Fetal Medicine; Pediatric Genetics; Pediatric Therapy; Respiratory Therapy; dietitians; social workers; the NICU Parent Advisory Council; the NICU Follow-Up Clinic; our neonatal transport team; and our obstetrics, neonatology, anesthesia, laboratory and radiology staff that work 24/7 to care for your little one. Join us June 8 at Rockford City Market to learn more about how we serve our region caring for our most fragile population. We are located at the corner of Market and Water Streets from 3:30 – 8:30 p.m. Mercyhealth is proud to be the presenting sponsor of the Rockford City Market.

For more information about Rockford City Market, visit [www.rockfordcitymarket.com](http://www.rockfordcitymarket.com).

*Rockford City Market takes place every Friday from May 18 through September 28 along Water Street between State and Jefferson Streets in downtown Rockford. The market runs from 3:30 – 8:30 p.m. before Labor Day and 3:30 – 7:30 p.m. after Labor Day. Rockford City Market was founded and is managed by the Rock River Development Partnership and operates with infrastructure support from the City of Rockford and marketing from the Rockford Area Convention & Visitor's Bureau.*

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### FOR MORE INFORMATION:

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