



STROLL *on* STATE®



SATURDAY, NOVEMBER 24, 2018

Stroll on State's Dasher Dash 5K Back by Popular Demand *RACVB and Fleet Feet team up for second year to host family friendly run/walk*

FOR IMMEDIATE RELEASE
September 27, 2018

Rockford, IL – The Rockford Area Convention & Visitors Bureau and Fleet Feet Sports Rockford are excited to bring back the much-anticipated **Dasher Dash 5K**. During its inaugural running, with nearly 1,000 participants, Dasher Dash was Rockford's largest run in 2017. This year, **SwedishAmerican**, a division of UW Health, has joined the Dasher Dash team as the event's presenting sponsor. The Dasher Dash will **begin at 8 a.m.** on the morning of Stroll on State, presented by Illinois Bank & Trust, on Saturday, November 24, 2018.

Starting at the UW Health Sports Factory, 305 S. Madison St., 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 grounds of Tinker Swiss Cottage Museum & Gardens. Once runners make their way through this scenic route and cross the finish line on Grove Street they hot chocolate and Christmas cookies will greet them. The certified-course was created with all skill levels in mind; awards for top overall, top masters and first through third in each age group as well as finisher medals will be given out. Participants also receive a race shirt with their registration.

Registration is open now and is **\$35 for adults and \$20 for kids 12 and under**. The entry fee includes the online processing fee and race swag. **Registration closes on Tuesday, November 20 at 11:59 p.m.** There will be no race day registration. Runners interested in participating can register online at www.strollonstate.com or at Fleet Feet, 1653 N Alpine Rd, Rockford, IL 61107.

The Dasher Dash organizing committee is pleased to recognize SwedishAmerican, a division of UW Health, as the presenting sponsor of the event this year. Their support and commitment to this event echoes their mission to care for the well-being of this community and the people who live here through their compassionate service.

Dasher Dash is supported by the following sponsors: SwedishAmerican (Presenting Sponsor), Illinois Bank & Trust (Award Ceremony Sponsor), Turano Baking Company (Snowman Village Sponsor), Pearson (Grinch's Gatorade Sponsor), Wolfe Landscaping (Prancer's Path Sponsor), A Tanner Design, Inc. (Music on Morgan Sponsor), Lamar (Rails to Trails Route Sponsor), Fleet Feet (Starting Line Sponsor), By The Dozen (Cookies and Donut Sponsor), Simply Perfection (Photobooth Sponsor) and Peak Fitness (Peak Mobile Media Sponsor).

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“Last year we introduced the Dasher Dash 5K as part of the Stroll on State lineup of events. The race route is beautiful and the party afterwards is great for the community to gather together to kick-off the day by celebrating and having a whole lot of fun,” said Tana Vettore, RACVB director of destination development. “We are thrilled SwedishAmerican chose to be a presenting sponsor of the event this year and we are, again, so fortunate to partner with Fleet Feet Sports Rockford. These partnerships, along with many others, help us continue to provide the best possible experience each year for participants during this festive holiday weekend.”

“Fleet Feet Sports Rockford is bringing the Dasher Dash back for a second year to kick off the 2018 holiday season. Our inaugural year brought almost 1,000 runners to our community for the most festive 5K! Once again, our route winds around the bridges and rivers of beautiful downtown Rockford. Not only is the scenery gorgeous, but our route includes holiday decor and some festive surprises,” said Melissa Pratt, Fleet Feet owner. “Of course, we have hot cocoa to warm your toes, and sweet cookies, too! 2018 will have amazing additions to our race, photo opportunities with festive backdrops, additional Santa opportunities, and even a sled dog demo! Every racer gets a holiday tee, holiday medals, and prizes for overall and age group winners.”

For more information about Stroll on State or Dasher Dash or to sign up to be a volunteer, visit www.strollonstate.com.

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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