

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB is Looking for the Next Stroll on State Christmas Tree

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

FOR IMMEDIATE RELEASE

October 3, 2018

Rockford, IL - The Rockford Area Convention & Visitors Bureau (RACVB) is looking for the next official Christmas tree for **Stroll on State, presented by Illinois Bank & Trust**. Any resident in the Rockford region interested in submitting a tree for consideration is asked to contact Heidi Gee at hgee@gorockford.com by **Monday, October 15** 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
- Photo
- This is a donation (the cost to remove the tree is covered)

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.

Several considerations need to be made when selecting:

- 1.) Width of tree - width impacts safety with transport regarding the 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

Thanks to **Northwestern Illinois Building Trades Unions (NWI BT)** for their commitment as the Stroll on State Christmas tree sponsors this year. Additional information about Stroll on State can be found at strollonstate.com and the Facebook page 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

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