

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Step Right Up Under the Big Top for RACVB's Paint the Town Green

*Vintage Circus themed fundraiser benefits
landscaping, public sculptures and murals*

FOR IMMEDIATE RELEASE

October 8, 2018

Rockford, IL – Paint the Town Green is a fundraising event of the Rockford Area Convention & Visitors Bureau Charitable Foundation that supports the ongoing Forest City Beautiful initiative. This year the event is going under the big top with a Vintage Circus theme at **Klehm Arboretum & Botanic Gardens** in their outdoor pavilion located at 2715 South Main Street, Rockford, IL 61102 on **Friday, October 12 from 6 - 10 p.m.**

This fundraising celebration will highlight the Forest City Beautiful initiative that began in summer 2014 to enhance and beautify Rockford's downtown core. RACVB leads the initiative with the help of hundreds of volunteers and partnerships with Rockford Sharefest, the City of Rockford and the Community Foundation of Northern Illinois. Forest City Beautiful turns lifeless and bleak civic spaces into ribbons of choreographed landscapes. In 2018, Forest City Beautiful expanded citywide as we work to beautify gateways into Rockford.

Highlights of the evening include:

Chicago Aloft Circus Performers will be doing tightrope performances, acrobatics, juggling, and stilt walking! Aloft is a Chicago-based circus company dedicated to telling original stories through world-class circus arts.

Enjoy a once-in-a-lifetime experience with street performer and storyteller **Abby the Spoon Lady** from Asheville, North Carolina. Abby is one of the very few professional spoon players in the United States and has been a professional street performer for over a decade.

Taste the unique flavors of gourmet cotton candy from **Spin-Spun**. This cotton candy is less than 100 calories per serving, fat free, gluten free, nut free, no artificial colors or flavors, no preservatives, all Kosher (pareve) ingredients, dairy free, 100% organic sugar, no pesticides, no GMOs and fair trade certified!

There will be treats from Rockford's own **Alchemy**. They will serve creative twists on classic fall favorites including house made soft pretzels, specialized hot dogs, caramel apple nachos, soup shooters and a fountain of buffalo sauce with shrimp and chicken to dip. Attendees who purchase a table will receive a big batch cocktail served in a large gourd or pumpkin.

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A **silent auction**, headlined by various items including a Kelsey Montague signed print, getaways to Galena, Eau Claire, Madison and Beloit and Rockford Peaches banners signed by original Rockford Peaches and other influential women in baseball.

Tickets for Paint the Town Green are \$75 each or \$550 for a table of six. Tickets can be ordered online at www.gorockford.com/green or RSVP to hgee@gorockford.com. Tickets purchased online will incur an additional processing fee. For more information, call 815.963.8111.

"We are grateful to the volunteers, sponsors, community groups and city leaders who have been fully involved in helping us beautify the Rockford region over the last four years. Forest City Beautiful has made such a big difference by adding pops of color with flowers, plantings, public art sculptures and murals throughout the Rockford area," said Tana Vettore, RACVB director of destination development. "Looking back on what we've accomplished thus far has been very rewarding. Our improved public spaces can now be enjoyed by residents and visitors spending time with family, friends, pets or just relaxing alone on a beautiful day."

Thank you to our Paint the Town Green Sponsors including:

- Secure Staffing LLC (Presenting Sponsor)
- David & Colleen Anderson Family (Entertainment Sponsor)
- Alchemy (Entertainment Sponsor)
- MembersAlliance Credit Union (Cotton Candy Sponsor)
- HolmstromKennedy (Circus Performer Sponsor)
- Illinois Bank & Trust (Circus Performer Sponsor)
- Klehm Arboretum & Botanic Gardens (In-Kind Sponsor)
- Event Floral (In-Kind Sponsor)

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com.

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