

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Shop on State during the Merry and Bright Season

Shop, sip and snack at River District businesses for the holidays

FOR IMMEDIATE RELEASE

December 18, 2018

Rockford, IL – The Rockford Area Convention & Visitors Bureau and the River District Association are gearing up for the holidays with the community’s annual holiday shopping event, **Shop on State** in downtown Rockford on **Saturday, December 22 throughout the day during regular business hours**. This will give residents and visitors a chance to wrap up their last-minute Christmas gift shopping, 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 locations.

“The weekend before Christmas can be an exceptionally busy time for many shoppers looking for last minute, unique gift ideas. The local area businesses within the River District understand how important this is so they’ve decided to come together for Shop on State, a one-day-only local shopping event in downtown Rockford,” said Missy Minnaert, River District Association executive director. “This event replaces the “hustle and bustle” of the shopping season with a much more convenient experience along State Street where shoppers can find handmade or hand-selected gifts by local business owners. This event is truly a win-win for our community and helps to strengthen our commerce in Rockford’s burgeoning downtown.”

Participating merchants include: Rocktown Adventures, Ground Floor Skateboards, Fred VanVleet store, Rockford Art Deli, London Avenue Designs, Salvaged by Sonya, Arch Apothecary, Lucette Salon, White Light Mercantile, District Bar and Grill, CJ’s Public House, Blue Line, Omakase, Vintage @ 501, Rockford Roasting Company, Woodfire Brick Oven Pizza, Deli Italia, Irish Rose and Wired Café.

Shoppers attending the event this year will also have a chance to win a one-of-a-kind Grand Prize gift basket (valued at \$500) filled with items and gift cards from various River District businesses. 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. There’s also an opportunity to receive a sixth bonus stamp which submits your name twice for a chance to also win a GoRockford gift basket (valued at \$100) filled with various Rockford-themed items. The sixth stamp is received only with a purchase at a participating restaurant, bar or coffee shop. Two winners will be chosen and notified on **Wednesday, January 2**.

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“Shop on State is such a festive event I look forward to each holiday and a great opportunity to find gifts that can only be found here in the Rockford region. Businesses like Rockford Art Deli, Bath and Body Fusion and Abreo have Real. Original. gifts that will certainly make spirits even brighter this holiday season,” said Andrea Cook, Rockford Area Convention & Visitors Bureau associate director of marketing & communications. “We have a great variety of shops, businesses and restaurants in our community; there’s truly no reason to go anywhere else. Plus, I always love the extra special care I receive and the fun experience to be had when doing my shopping in the River District.”

More information about Shop on State can be found at <https://www.gorockford.com/event/shop-on-state-a-downtown-holiday/16273/> and all other Shop Downtown Rockford events for the Merry & Bright season can be found at <https://www.facebook.com/events/1489290934507652/>.

***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:

Andrea Cook, RACVB Associate Director of Marketing & Communications: 815.489.1664 or acook@gorockford.com