



STROLL^{on}STATE[®]



SATURDAY, NOVEMBER 24, 2018

Lace Up Your Running Shoes – Stroll on State's Dasher Dash 5K Back for a Third Year

RACVB and Fleet Feet team up for third year to host family-friendly run/walk

FOR IMMEDIATE RELEASE

October 1, 2019

Rockford, IL – The Rockford Area Convention & Visitors Bureau and Fleet Feet Sports Rockford are excited to welcome back the much-anticipated **Dasher Dash 5K**. Last year, the race exceeded expectations with record-breaking participation of 1,292 runners, a 35 percent increase from 2017.

SwedishAmerican, a division of UW Health, has joined the Dasher Dash team as the event's presenting sponsor again this year. The Dasher Dash will **begin at 8 a.m.** on the morning of Stroll on State, presented by Illinois Bank & Trust, on Saturday, November 30, 2019.

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 will be greeted at the finish line with hot chocolate and Christmas cookies. 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.

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, including a race shirt. **Registration closes on Tuesday, November 26 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, Wolfe Landscaping, Beef-a-roo, Fleet Feet Rockford, Eckburg Insurance, Northern Mechanical Inc., Performance Food Group and Peak Fitness.

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"We introduced the Dasher Dash 5K as part of the Stroll on State lineup of events in 2017 and had no idea how much the event would grow in just two years. We're excited to see the growth and excitement the third year brings as well! 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 again this year and we are so fortunate to continue 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 third year to kick off the 2019 holiday season. Last year, the race brought 1,292 runners to our community, a 35 percent increase from 2017! We're excited to introduce a new race route this year that still 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! 2019 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.

About RACVB: *RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities.* www.gorockford.com

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