



# STROLL on STATE®



SATURDAY, NOVEMBER 30, 2019

## What You Need to Know Before You Stroll!

*Expanded Shuttle Service from Javon Bea Hospital–Rockton (Ave.), Other Hints*

FOR IMMEDIATE RELEASE

November 25, 2019

Rockford, IL – In preparation for the 7<sup>th</sup> annual **Stroll on State**, presented by Illinois Bank & Trust, the Rockford Area Convention & Visitors Bureau is excited to unveil the **Need to Know Before You Stroll** series of festival helpful hints and tips. During Stroll on State from 2 – 9 p.m. this Saturday, November 30, there will be new enhancements, attractions, live entertainment, vendors and more for eventgoers to enjoy. With attendance projected to increase, we need the community and visitors to plan accordingly, beginning with our expanded shuttle service to and from Javon Bea Hospital-Rockton:

- **FREE Shuttle Services:** Leave your parking worries at home and park and ride from one of four shuttle locations, including the addition of the **Javon Bea Hospital-Rockton (west side of the hospital on Edgemont Street)** as a shuttle site. The other shuttle locations are located at the downtown YMCA of Rock River Valley (200 Y Blvd., Rockford, IL 61107), Illinois Bank & Trust (4048 E. State St., Rockford, IL 61108) and Heartland Community Church (1280 S. Alpine Rd., Rockford, IL 61108). **Handicap-accessible shuttle services are offered at Javon Bea Hospital-Rockton and the downtown YMCA.** Thanks to Rockford Mass Transit District, free shuttle buses will operate from 1-9:30 p.m.
- **Parade Prep:** The Stroll on State Parade kicks off the festival at 2 p.m. sharp, and parade attendees should plan to **come early to find a great viewing spot and bring along clear bags for the thousands of pieces of candy** that will be tossed out to kids.
- **Stroll on State Merchandise:** Our downtown shops and restaurants will indeed be open for business, but remember to get your official Stroll gear Saturday. **Stop by St. Nick's Café at State and Water Streets for hats, gloves, and Merry & Bright mugs, or drop by Rockford Art Deli for Official Stroll hats, gloves and T-shirts.** Get your comfy gear while supplies last!
- **Rockford's Tree Lighting and Sky Lights Fireworks Show:** Be there at 5:45 p.m. for the official kickoff to the holiday season, when we will gather to sing, and celebrate the lighting of the City of Rockford's Christmas tree at 6:15 p.m. at the corner of West State & Wyman Streets. Immediately following the tree lighting ceremony, **the Sky Lights Fireworks Show (set off from Davis Park) will adorn the downtown skyline at approximately 6:20 p.m.** Grab a seat for the show on the State Street Bridge, on the west and east banks of the Rock River, or on Wyman Street.



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- **Stay Connected on Social:** We love to have our community spread the positive experience that is Stroll on State. Be sure to **capture and share your memories of this magical day on social media, using #StrollOnState and tagging @gorockford**. And don't forget to follow Go Rockford across all social channels to get a behind-the-scenes look at Stroll on State!
- **Dress Comfortably:** With forecast temperatures in the mid-30s to low-40s, we encourage all Stroll attendees to dress for the occasion. Rain is in the forecast, so consider packing rain gear and umbrellas. **Wear your most comfortable shoes and bundle up.** We want you to be ready to stay all day to capture the full Stroll on State experience—and that starts with the right attire!
- **Leave These at Home:** For the safety of every festival attendee and volunteer, the following items will not be allowed inside of the festival footprint: pets (registered service animals are allowed), bikes, skateboards, costumes and firearms. Solicitation of any kind and smoking/vaping will also not be allowed. We thank you for your cooperation!

This year, the Stroll on State team, along with partners, volunteers and sponsors are planning, working and giving *because seven hours matter*. The free community event, which is always held the Saturday after Thanksgiving in downtown Rockford, attracted more than 87,500 guests last year.

For complete event information, visit [www.StrollonState.com](http://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](http://www.gorockford.com)

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