

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Shop Local this Holiday During Shop on State

*Shop in downtown Rockford for the Merry & Bright season*

FOR IMMEDIATE RELEASE

December 10, 2019

**Rockford, IL** – The Rockford Area Convention & Visitors Bureau is preparing for the holidays with the community's holiday shopping event **Shop on State** in downtown Rockford throughout the **entire month of December** (hours are varied.) This is one of several local shopping opportunities that will give residents and visitors a chance to discover great specials and fun entertainment in downtown Rockford.

Shop on State is a hometown holiday event where people are encouraged to shop 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 include 510 Threads, Arch Apothecary, Bath & Body Fusion, The Collector's Bench, Distinguished Gentlemen's Menswear, Division & Company, Eurostyle+, Forest City Float, Ground Floor Skateboards, Infinite Soul Vibrations, J.R. Kortman Center for Design, Kuma's Asian Bistro-Rockford, Lucette Holistic Salon and Boutique, Magpie, Minglewood Boutique, Namaste Studios, The Parlour, Quixotic Bakery, Rockford Art Deli, Rockford City Market, Holiday Pop-Up, Rockford Roasting Company, Ronit's Kitchen, Runner's Image, Sisters Thai Café, Sneakers Anonymous, Taco Betty's, The Underground, Woodfire Rockford and LimaMar.

Patrons will also have a chance to win a one-of-a-kind gift basket (valued at \$500) filled with various items from several local shops. A stamp card is available at participating merchant locations. Once stamps are redeemed from six different locations, the completed stamp card can then be dropped off at the participating locations for a chance to win the gift basket. One winner will be chosen and notified on **Wednesday, January 8**.

"We have such a variety of shops, businesses and restaurants in the Rockford region, especially within walking distance downtown. These merchants are busily preparing for the holiday shopping season and stocking their stores with unique gifts and one-of-a-kind deals," said Andrea Cook, Rockford Area Convention & Visitors Bureau associate director of marketing & communications. "Shop on State is the perfect event that gives people a chance to find special gifts for their loved ones in a convenient and fun way."

More information about Shop on State can be found at <https://www.gorockford.com/event/shop-on-state-a-downtown-holiday/17872/> and be sure to follow the event on Facebook at [https://www.facebook.com/events/502818560327610/?active\\_tab=about](https://www.facebook.com/events/502818560327610/?active_tab=about) to receive updates on specials, participating merchants and deals throughout the holiday season .

**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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