

Stroll's Virtual Visits with Santa Claus Connect Rockford Region to North Pole Next Three Sundays

*RACVB, Luxe Productions & Butitta Brothers Automotive Partner to Provide
Area Youth Free Virtual Santa Visits; Register Now at StrollOnState.com!*

FOR IMMEDIATE RELEASE

December 1, 2020

Rockford, IL – In partnership with Luxe Productions and Butitta Brothers Automotive, the Rockford Area Convention & Visitors Bureau (RACVB) is thrilled to present **Stroll on State's Virtual Visits with Santa**. Keeping responsibility and safety at top of mind, this year's reimagined **Stroll on State Presented by Illinois Bank & Trust** is providing at-home experiences throughout A Merry & Bright Holiday Season, which runs through Thursday, December 24.

Virtual Visits with Santa, free for area families, will take place from 1-6 p.m. CST on the next three December Sundays—December 6, December 13 and December 20. Families can register now for one three-minute timeslot with Santa for this Sunday, December 6, at StrollOnState.com. Registration for the remaining two Sundays will go live at StrollOnState.com midday on the Tuesday that precedes each Visits Sunday.

"Every year, visits with Santa are among the most popular activities at Stroll. Even though we were not able to have in-person visits, we wanted to do provide area kids this type of opportunity to connect with Santa and share their wishes with him," said John Groh, RACVB president/CEO. "With a good mix of creativity and technology, this represents another way we've been able to remain together during a difficult year and create safe, at-home activities in honor of this year's reimagined Stroll on State and Merry & Bright experiences."

Last Saturday, RACVB and its Stroll on State partners kicked off the Merry & Bright Holiday Season on Small Business Saturday with a dine-and-shop-local GoRockford social media takeover during the day before wrapping the evening with "Stroll on State Presents A Merry & Bright Holiday Special", a television production partnership with Channel 13 WREX that culminated with the official City Tree Lighting and a fireworks display at five neighborhood sites around the city of Rockford. As we continue to celebrate this year's Stroll on State Merry & Bright Season, please also keep these dates and activities in mind:

- **Dine and shop local** throughout the region on Small Business Saturday throughout the Merry & Bright Season, which runs through December 24.
- Mail **Letters to Santa** from November 28-December 7 at one of the six mailbox locations throughout the region. **Drop your letters off by December 7 to guarantee a response from Santa.**
- Local businesses can participate in Stroll on State's "**Spread the Light**," a local business holiday decorations contest for community pride and cash prizes (three categories, \$250 per category). In addition to the business community, residents are encouraged to decorate homes and neighborhoods as part of the City of Rockford's "**Winter Decorating Challenge**" for a chance to win \$250.
- Compete at your own leisure in the **Dasher Dash At-Home 5K** through December 24.

—MORE—



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Amidst the pandemic, the goal of RACVB, its partners and sponsors is to keep the Stroll on State tradition alive for the future while keeping our community safe this year. Please join us in celebrating this Merry & Bright Season responsibly while **adhering to the safety protocols put in place by the Winnebago County Health Department** to help mitigate the spread of COVID-19. **Wear a mask, maintain social distance and sanitize appropriately** while you support local.

Visit www.StrollOnState.com and follow and engage with GoRockford social media channels and the **Stroll on State Facebook page** for updates about this year's Merry & Bright programs.

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

FOR MORE INFORMATION:

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