

# FAST FACTS

Rockford Area Convention & Visitors Bureau



## RACVB is Searching for This Year's City of Rockford Christmas Tree

*Residents are encouraged to submit local tree suggestions*

**FOR IMMEDIATE RELEASE**

**October 19, 2021**

**What:** On behalf of the City of Rockford, the Rockford Area Convention & Visitors Bureau (RACVB) is asking regional residents to submit tree suggestions for the 2021 City of Rockford official City Christmas Tree. The tree is lit up for the holiday season during Stroll on State, presented by Illinois Bank and Trust.

***The criterion for selection includes:***

- Width, height and location of the tree
- Ability to transport under any powerlines
- Fullness of tree
- Blue Spruce are preferred but not required
- The tree must be donated; however, RACVB will pay for the tree removal

Any resident in the Rockford region is welcome to submit a tree for consideration. The tree will be harvested on Tuesday, November 16.

**How:** Residents can submit a tree for consideration by emailing photos of and details about the tree to [StrollOnState@gorockford.com](mailto:StrollOnState@gorockford.com).

**Where:** Once a tree is selected it will be safely transported to its new home for Stroll on State and the holidays at Davis Park in downtown Rockford. The RACVB team works together with Tree Care Enterprises Inc.; Howe Freightways, Inc.; Stenstrom and the City of Rockford Police Department to fell, transport and raise the tree its new location.

**Why:** One of the highlights of Stroll on State is the lighting of the City's Christmas Tree. After 2020 kept many from celebrating with loved ones, RACVB is more committed than ever to bringing the community together to experience joy and wonder during the holidays. We're looking for that one special tree to bring magic to the area for Stroll on State and for the entire Merry & Bright holiday season.

**Other:** Thank you to our 2021 City Tree Sponsor Northwestern Illinois Trades Unions. Additional event information can be found at: [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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