

FAST FACTS

Rockford Area Convention & Visitors Bureau



Calling All Frosty's Merry Market Vendors

Food, beverage and retail vendors can submit applications until Nov. 5

FOR IMMEDIATE RELEASE

October 27, 2021

What: The Rockford Area Convention & Visitors Bureau (RACVB) is looking for food, beverage and retail businesses to submit applications to participate as a vendor during the 2021 Stroll on State. This Merry & Bright holiday event will be hosted in-person on Saturday, November 27 from 2 – 9 p.m.

When: Anyone interested in learning more or in submitting an application to be considered should visit www.strollonstate.com, download the application and submit to Nicole Blough at strollonstate@gorockford.com by **Friday, November 5.**

Where: Stroll on State's vendor experience includes outdoor shopping at two **Frosty's Merry Market** locations: Rockford City Market Pavilion at the corner of East State and Water Street, and the parking lot at the corner of North Main and Mulberry Streets.

Why: After 2020 kept many of us from celebrating with loved ones, RACVB is more committed than ever to bringing the community together to experience joy and wonderment during the holidays. We encourage all local businesses to join us and be a part of the magic of this event.

Other: Stroll on State is also held in conjunction with Small Business Saturday, which is a unique opportunity to show support for local businesses and to encourage the community to shop small.

Thank you to our 2021 Holiday Market Sponsors: T-Mobile and Chicago Blackhawks Foundation. Additional event information can be found at: 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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