

FAST FACTS

Rockford Area Convention & Visitors Bureau



Spread Holiday Cheer as a Participant in the 10th Annual Stroll on State's Parade

Event organizers accepting application submissions until Oct. 14

FOR IMMEDIATE RELEASE

September 27, 2022

- What:** The Rockford Area Convention & Visitors Bureau (RACVB) is looking for individuals, groups and businesses to participate in the **10th annual Stroll on State Holiday Parade**. The parade is a kick-off to the event, set for Saturday, November 26 from 2 – 9 p.m. The parade will feature large-scale balloons, floats, festive music and costumed characters.
- When:** Individuals interested in participating in the parade should visit <https://www.gorockford.com/stroll-on-state/parade/> and complete the online application by Friday, October 14.
- Where:** The approximately one-mile-route begins at 401 S. Main Street, turns east onto State Street, and ends at Third Street. At the parade end (E. State & Third Streets), parade units will continue straight to Fourth Street to disembark.
- Parade line-up begins at 11 a.m. in the Municipal Parking Lot at 401 S. Main Street and step-off begins at 2 p.m. Additional details will be provided closer to the parade date.
- Why:** To mark the start of the 10th annual Stroll on State, viewers may watch custom-made Rockford-themed balloons, **sponsored by Hard Rock Rockford**.
- Other:** **Special thank you to our 2022 Holiday Parade Sponsors:** The Power Connection: International Brotherhood of Electrical Workers (IBEW) and National Electrical Contractors Association (NECA Local 364).

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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