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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Welcome the Holiday Season at 2026 St. Charles Holiday Homecoming

ST. CHARLES, IL – St. Charles Holiday Homecoming, presented by St. Charles Chrysler Dodge Jeep Ram, will take place on Friday, Nov. 27 and Saturday, Nov. 28 in downtown St. Charles. This two-day community event will feature various family-friendly activities to celebrate the start of the holiday season.

The Lighting of the Lights Ceremony, sponsored by Solutions Networking Corporation, will kick-off Holiday Homecoming on Friday, Nov. 27 starting at 5:00 p.m. on the 1st Street Plaza. Attendees can enjoy complimentary caramel corn from Kilwins, thanks to Theriault Booth LLC. Attorneys at Law, hear holiday carols being sung by the St. Charles East and North High School Choirs, and witness the downtown become illuminated with dazzling holiday lights. There will be free visits with Santa following the ceremony.

On Saturday, Nov. 28, there will be a free showing of Elf at the Arcada Theatre starting at 10:00 a.m., sponsored by McNally's Heating & Cooling. The doors will open at 9:00 a.m. to give attendees the chance to purchase snacks from the lobby.

Later that day at 5:30 p.m., the Electric Christmas Parade will begin at 6th Street and will travel down Main Street to conclude at 4th Avenue. This annual traditional will feature 60 lighted entries, holiday music, and an appearance from Santa Claus. This year's Grand Marshal for the Electric Christmas Parade is longtime community volunteer, John Hughes. John Hughes has been volunteering in St. Charles for over 25 years and is an important contributor to many community events.

To ensure everyone's enjoyment at this year's Electric Christmas Parade, a special viewing area will be designated by the front parking lot at the St. Charles Municipal Center for those with mobility limitations. This area can be identified by the blue "Reserved Seating" signage.

Also taking place in conjunction with Small Business Saturday on Nov. 28 is the St. Charles Holiday Shop Crawl. Shoppers who make a purchase from a local St. Charles store will have the chance to win a Retail Relaxation Giveaway with gift cards to local spa, nail, and hair businesses ($150 value). Many local establishments will also be offering special sales and promotions in

honor of the event. To find more information on how to enter the giveaway, and to view sales and specials taking place, please visit www.stcholidayhomecoming.com/shopcrawl.

Individuals will also have the chance to meet and take pictures with Santa Claus at his cottage. Free Santa visits will take place every Saturday and Sunday from Nov. 28 through Dec. 20 from 1:00 p.m. to 4:00 p.m., sponsored by Smile Haven Dental Studio. There will also be two festive photo opportunities located on the 1st Street Plaza, sponsored by Lou Malnati's Pizzeria and MKFM Law. These photo opportunities will remain throughout the holiday season to allow visitors a chance to capture their holiday memories.

St. Charles Business Alliance Executive Director, Jenna Sawicki, spoke on this year's event. "Holiday Homecoming is a beloved tradition that celebrates the start of the holiday season in St. Charles," said Sawicki. "We hope that everyone gets the opportunity to admire all the beautiful lights downtown, support local, and gather together as a community."

The Presenting Sponsor for the 2026 St. Charles Holiday Homecoming is St. Charles Chrysler Dodge Jeep Ram. Additional Sponsors include Lou Malnati's Pizzeria, MKFM Law, Smile Haven Dental Studio, Solutions Networking Corporation, Hotel Baker, LawnBoyz Landscaping, Inc., McNally's Heating & Cooling, Mendel Plumbing, Heating & Cooling, Premier Living Real Estate, Trotter and Associates, Inc., 212 Construction Group, Arcada Theatre, Comcast, Dr. Bahram Ghaderi, MD of St. Charles Plastic Surgery, Goldfish Swim School, Grand Appliance, Karas Restaurant Group, McGrath Honda of St. Charles, O'Reilly Auto Parts, Theriault Booth LLC. Attorneys at Law, Garrett Popcorn Shops, the City of St. Charles, and Heinz Brothers Greenhouse Garden Center.

For more information on 2026 St. Charles Holiday Homecoming, please visit www.stcholidayhomecoming.com. For additional inquiries, please contact the St. Charles Business Alliance at 630-443-3967.

About the St. Charles Business Alliance
The mission of the St. Charles Business Alliance is to drive economic growth to make the St. Charles Community a destination where people, businesses and tourism thrive. The Alliance produces Restaurant Week, St. Patrick's Parade, Spring Shop Crawl, Fine Art Show, STC Live!, Jazz Weekend, Scarecrow Weekend, and Holiday Homecoming. For more information about the Alliance, visit www.stcalliance.org.



St. Charles Holiday Homecoming will take place in downtown St. Charles on November 27 and November 28

Photo Courtesy of Drew Pertl Fine Art Photography