



Contact: Nick Lowe
630-443-3947
nlowe@stcalliance.org

PRESS RELEASE
FOR IMMEDIATE RELEASE:

Interactive Digital Kiosks Installed on the St. Charles 1st Street Plaza

ST. CHARLES, IL – As the construction on the 1st Street Plaza is nearing closer to completion, the St. Charles Business Alliance is excited to announce that two new digital kiosks have been installed – one located by Main Street near La Za’Za’ Trattoria, and one located by the south end of the Plaza near MION Artisan Soap. These kiosks will serve as a resource for visitors to use to discover all that St. Charles has to offer.

To use the kiosks, individuals will simply need to tap on the screen to get started. From here, eight blue tabs will be shown on the screen previewing the information that these digital kiosks contain. The tabs and the information they contain are as follows:

- **“To Do”** – a list of local activities and hotspots to take part in around town.
- **“Eat/Drink”** – St. Charles establishments that offer dining and beverage options.
- **“Events”** – upcoming community events, as well as happenings that local businesses are hosting.
- **“Stay/Plan”** – accommodations that can be found in St. Charles.
- **“Tours”** – self-guided walking tours that give users a deeper dive into St. Charles.
- **“Shopping”** – local spots in town that offer shopping.
- **“My Plan”** – (coming soon) users will be able to make a customized “Plan” by pressing the + button on the listing and tapping the share button. From there, the user will be able to share the plan right to their phone.
- **“Tutorial”** – to learn more about how to utilize the digital kiosk.

To make searching easier, users can use a filter bar on the top right corner of the screen to narrow down the listings based on criteria they are looking for. The filter bar can be found under the “To Do” tab, “Eat/Drink” tab, and “Events” tab. Users will also be able to see the location on a map of the event, business, or activity listing that they are viewing.

St. Charles Business Alliance Executive Director, Jenna Sawicki, says she believes these digital kiosks are a valuable addition to the downtown area. “I hope that both out-of-town visitors and local community members alike utilize this resource,” says Sawicki. “Users are able to find

everything that St. Charles has to offer at the tip of their finger, and the digital kiosks make planning your day in town easier than ever.”

Since installed, the digital kiosks have received positive notice from users. Community member, Elaine Garland, says “These are awesome! It shows you everything you could be looking for in St. Charles, where it’s at, and more!”

For more information on the St. Charles Business Alliance, please visit stcalliance.org. For further inquiries, please contact the St. Charles Business Alliance at 630-443-3947.

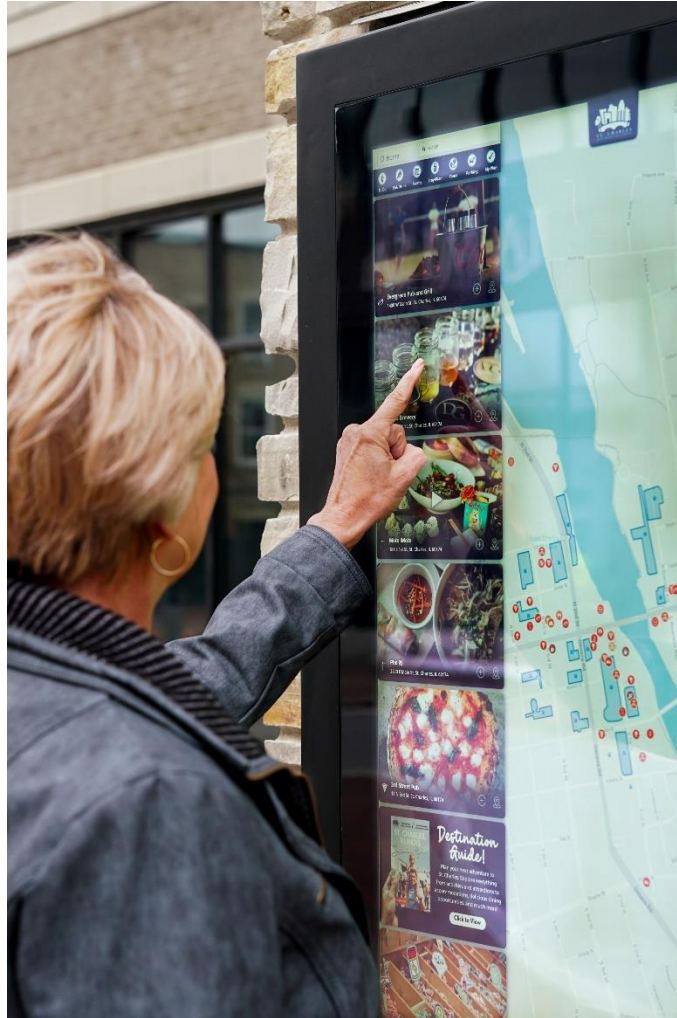
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About the St. Charles Business Alliance

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 the St. Charles Fine Art Show, Holiday Homecoming, Jazz Weekend, Scarecrow Weekend, and the St. Patrick’s Parade. For more information about the Alliance, visit www.stcalliance.org.



User exploring one of the interactive digital kiosks on the 1st Street Plaza



User exploring dining and drink options on one of the interactive digital kiosks on the 1st Street Plaza