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PRESS RELEASE  
FOR IMMEDIATE RELEASE:

### **Discover the Outdoors with the St. Charles Business Alliance**

ST. CHARLES, IL – In honor of National Great Outdoors Month, the St. Charles Business Alliance is excited to announce a brand-new campaign that will be promoting the beautiful outdoors in St. Charles. From June 20<sup>th</sup> through June 30<sup>th</sup>, there will be a variety of marketing initiatives rolled out that will allow individuals to learn more about how they can make the most of being outside in this city.

To celebrate, three new webpages will be launched on the St. Charles Business Alliance's website: "The Fox River", "Outdoor Activities", and "Parks and Trails." These webpages will feature information on recreation on the Fox River, outdoor activities throughout St. Charles, and fantastic local parks and trails that are waiting to be explored. To view these webpages, please visit [stcalliance.org/outdoors](http://stcalliance.org/outdoors).

Throughout this 11-day initiative, there will be an array of social media posts that will showcase the outdoors, including a podcast episode with the Hickory Knolls Discovery Center Outreach Ambassador, Pam Otto, and a blog article that will take a deeper dive into outdoor activities that are available in St. Charles. To stay up to date, please follow @stcalliance and @travelstcharles on Facebook and Instagram.

From June 20<sup>th</sup> through June 30<sup>th</sup>, the St. Charles Business Alliance will be hosting a giveaway for the chance to win a bag of adventure-themed prizes, as well. To enter, please follow the St. Charles Business Alliance on Facebook or Instagram, @stcalliance, and comment your favorite thing to do outside and tag two of your adventure buddies. Three winners will be chosen and notified via email on July 3<sup>rd</sup>.

In partnership with The River Corridor Foundation, a "Fox River Scavenger Hunt" will be introduced. This Scavenger Hunt will encourage participants to find animals and insects in St. Charles that are listed on a printout. Once completed, individuals can bring the Scavenger Hunt printout to the St. Charles Municipal Building at 2 E. Main St., St. Charles, IL 60174 to receive a coupon for a free scoop of Kimmer's Ice Cream. To find the Scavenger Hunt printout, please visit [stcalliance.org/outdoors](http://stcalliance.org/outdoors).

St. Charles Business Alliance Executive Director, Jenna Sawicki, says that she is looking forward to the start of this launch. "We are so fortunate to have such beautiful nature throughout the city and also plenty of fun outdoor activities that everyone can take part in." says Sawicki. "Our hope is that people stay connected with our marketing efforts throughout this campaign in order to learn about ways that they can take advantage of being outside St. Charles."

To find more information on this campaign, please visit [stcalliance.org/outdoors](http://stcalliance.org/outdoors) and follow @stcalliance and @travelstcharles on Facebook and Instagram. For further inquiries, please contact the St. Charles Business Alliance at 630-443-3967.

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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](http://www.stcalliance.org).



Cyclist riding down the Fox River Trail

Photo Courtesy of Brigitte Burgman of Nomadic Soul Photography