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PRESS RELEASE
FOR IMMEDIATE RELEASE:

2024 St. Charles Electric Christmas Parade Entry Form Now Available

ST. CHARLES, IL – The Electric Christmas Parade, presented by St. Charles Chrysler Dodge Jeep Ram, will be taking place on Saturday, Nov. 30 in downtown St. Charles on Main Street, and will begin on 6th Street and conclude on 4th Avenue. The St. Charles Business Alliance is now accepting entry forms from local businesses, community groups, and non-profits to be part of the juried parade. The printable entry form can be found online at www.stcholidayhomecoming.com.

All entries must include each of the following documents:

- A completed entry form on or before Nov. 8, 2024.
- A Certificate of Insurance naming the St. Charles Business Alliance and The City of St. Charles as additional insured on or before Nov. 8, 2024.
- A signed copy of the Electric Christmas Parade Rules & Regulations on or before Nov. 8, 2024.
- An entry fee of \$325 for Political Entries, \$300 for Business Entries, and \$50 for Non-Profit Entries made payable to the St. Charles Business Alliance on or before Nov. 8, 2024.

All documents that are required for an entry must be returned to the St. Charles Business Alliance at 2 E. Main Street, St. Charles, IL 60174, or emailed to info@stcalliance.org on or before Nov. 8, 2024.

The two-day Holiday Homecoming Event kicks-off on Friday, Nov. 29 at 5 p.m. with the Lighting of the Lights Ceremony, sponsored by Solutions Networking Corporation. On Saturday, Nov. 30, there will be a free holiday movie at the Arcada Theatre at 10 a.m., sponsored by McNally's Heating & Cooling, and visits with Santa beginning at 1 p.m. The day culminates with the Electric Christmas Parade at 5:30 p.m.

The presenting sponsor for 2024 St. Charles Holiday Homecoming is St. Charles Chrysler Dodge Jeep Ram. Additional sponsors include MKFM Law, The Pride Stores, Solutions Networking Corporation, Hotel Baker, McGrath Honda of St. Charles, McNally's Heating & Cooling, Premier

Living Real Estate, Smithfield, St. Charles Closets, Trotter and Associates, Inc., Comcast, Karas Restaurant Group, and Theriault Booth LLC. Attorneys at Law.

For more information on the 2024 St. Charles Holiday Homecoming, please visit www.stcholidayhomecoming.com. For further inquiries, please contact the St. Charles Business Alliance at 630-43-3967.

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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 Restaurant Week, St. Patrick's Parade, Fine Art Show, STC Live!, Jazz Weekend, Scarecrow Weekend, and Holiday Homecoming. For more information about the Alliance, visit www.stcalliance.org.



1st Place Business Category Winner in the 2023 Electric Christmas Parade – Garage 31