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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Celebrate the Season at 2025 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. 28 and Saturday, Nov. 29 in downtown St. Charles. This two-day holiday community event will feature an array of family-friendly activities to commence the holiday season.

The Lighting of the Lights Ceremony, sponsored by Solutions Networking Corporation, will kick-off Holiday Homecoming on Friday, Nov. 28 starting at 5:00 p.m. on the 1st Street Plaza. There will be the unveiling of the brand-new Santa Cottage, thanks to Trotter and Associates, Inc. Attendees can enjoy complimentary roasted almonds, courtesy of 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.

On Saturday Nov. 29, there will be a free showing of Elf hosted 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 25th Anniversary of the Electric Christmas Parade will begin at 6th Street and will travel down Main Street to conclude at 4th Avenue. This annual tradition will feature over 70 lighted entries, holiday music, and an appearance from Santa Claus. This year's Grand Marshal for the Electric Christmas Parade is St. Charles native, Chris Witaske. Chris Witaske has held many acting roles in shows including Emmy-winning FX original series The Bear, Netflix original comedy series Love, and a recurring role in the popular "Turning into Your Parents" Progressive Insurance commercials, to name a few. The Community Guest of Honor for the Electric Christmas Parade is St. Charles resident, Deborah Foote, who was instrumental in starting this annual tradition in 2001.

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 is the St. Charles Holiday Shop Crawl. Shoppers who make a purchase from a local St. Charles shop will have the chance to win a Retail Relaxation Giveaway with gift cards to local spa, nail, hair businesses (\$150 value). Many local businesses 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 opportunity to meet and take pictures with Santa Claus at his cottage. Santa visits will take place every Saturday and Sunday from Nov. 29 through Dec. 21 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 MKFM Law and St. Charles Closets. These photo opportunities will remain throughout the holiday season to allow visitors to have a chance to capture their holiday memories.

St. Charles Business Alliance Executive Director, Jenna Sawicki, encourages everyone to experience the festivities at this year's event. "Holiday Homecoming is one of the most magical times of year in St. Charles," says Sawicki. "With two days filled with holiday festivities, including the 25th Anniversary of the beloved Electric Christmas Parade, there is something for everyone to enjoy and plenty of ways to get into the holiday spirit."

The Presenting Sponsor for 2025 St. Charles Holiday Homecoming is St. Charles Chrysler Dodge Jeep Ram. Additional Sponsors include MKFM Law, Smile Haven Dental Studio, Solutions Networking Corporation, St. Charles Closets, Hotel Baker, Karas Restaurant Group, LawnBoy Landscaping, Inc., McNally's Heating & Cooling, Premier Living Real Estate, Mendel Plumbing, Heating & Cooling, Trotter and Associates, Inc., Wahlburgers, Arcada Theatre, Simple EJ's Kitchen & Tap, Dr. Bahram Ghaderi, MD of St. Charles Plastic Surgery, Theriault Booth LLC. Attorneys at Law, Garrett Popcorn, and Heinz Brothers Greenhouse Garden Center.

To find more information on 2025 St. Charles Holiday Homecoming, please visit www.stcholidayhomecoming.com. For further 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.



Jenny McCarthy and Donnie Wahlberg on Wahlburger's float in the 2024 Electric Christmas Parade

Photo Courtesy of Drew Pertl Fine Art Photography