



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

PRESS RELEASE
FOR IMMEDIATE RELEASE:

The St. Charles Electric Christmas Parade Applications Are Available

St. Charles, IL – The St. Charles Business Alliance is excited to announce that the applications for the Electric Christmas Parade are now available for local businesses, community groups and non-profits. The Electric Christmas Parade, sponsored by St. Charles Chrysler Jeep Dodge Ram, will take place in downtown St. Charles on Saturday, November 26th at 5:30pm.

All entries must include each of the following documents:

- A completed entry form on or before October 21, 2022.
- A certificate of insurance naming the St. Charles Business Alliance AND the City of St. Charles as additional insured on or before October 21, 2022.
- A signed copy of the Electric Christmas Parade Rules & Regulations on or before October 21, 2022.
- An entry fee of \$275 for business entries or \$25 for Non-Profits made payable to the St. Charles Business Alliance on or before October 21, 2022.

Applications for the Electric Christmas Parade can be found at stcholidayhomecoming.com. All the documents 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 October 21, 2022.

The two-day Holiday Homecoming event kicks off on Friday, November 25th at 5pm with the Lighting of the Lights on the First Street Plaza, sponsored by Solutions Networking. Then, on Saturday, November 26th, there will be a holiday movie at the Arcada Theatre at 10am, and visits with Santa on the First Street Plaza beginning at 1pm, sponsored by @Properties. The day culminates with the Electric Christmas Parade. All Holiday Homecoming events and activities are free of charge.

Any additional questions regarding the Electric Christmas Parade can be directed to 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.



The 2021 Holiday Homecoming Electric Christmas Parade