



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

PRESS RELEASE  
FOR IMMEDIATE RELEASE:

### **The St. Charles Electric Christmas Parade Application Deadline Has Been Extended**

St. Charles, IL – The St. Charles Business Alliance has extended the deadline for entry in the 2022 St. Charles Electric Christmas Parade, sponsored by St. Charles Chrysler Dodge Jeep Ram, which takes place in downtown St. Charles on Saturday, November 26 at 5:30p.m. Businesses, non-profits, and community groups who are interested in being in the parade may return the completed application and additional documents by November 4, no later than 4pm.

All entries must include each of the following documents:

- A completed entry form on or before November 4.
- A certificate of insurance naming the St. Charles Business Alliance AND the City of St. Charles as additional insured on or before November 4.
- A signed copy of the Electric Christmas Parade Rules & Regulations on or before November 4.
- An entry fee of \$275 for business entries or \$25 for non-profits made payable to the St. Charles Business Alliance on or before November 4.

Applications for the Electric Christmas Parade can be found at [stcholidayhomecoming.com](http://stcholidayhomecoming.com). All the necessary 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](mailto:info@stcalliance.org) on or before November 4.

The Electric Christmas Parade is part of the two-day St. Charles Holiday Homecoming event, which kicks off on Friday, November 25<sup>th</sup> at 5pm with the Lighting of the Lights Ceremony on the First Street Plaza, sponsored by Solutions Networking. On Saturday, November 26<sup>th</sup>, there will be a free showing of “Elf” at the Arcada Theatre, sponsored by McNally’s Heating & Cooling, which will start at 10:00a.m. Visits with Santa, sponsored by @Properties, will be on the First Street Plaza beginning at 1:00p.m. The day culminates with the Electric Christmas Parade that will be taking place downtown at 5:30p.m. All Holiday Homecoming events and activities are free of charge.

Other sponsors for the St. Charles Holiday Homecoming include The Pride Stores, Audi Exchange of St. Charles, Hotel Baker, Christ Community Church, McGrath Honda, Premier Living

Properties, Trotter and Associates, 93 Octane Brewery, St. Charles Plastic Surgery and MKFM Law.

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



The 2021 Electric Christmas Parade