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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Darlene Riebe Named Grand Marshal for the 2022 Electric Christmas Parade

St. Charles, IL – The St. Charles Business Alliance and the Events Committee are excited to announce Darlene Riebe as the Grand Marshal for the annual 2022 Electric Christmas Parade, which takes place on Saturday, November 26th, sponsored by St. Charles Chrysler Dodge Jeep Ram. The Electric Christmas Parade is part of St. Charles Holiday Homecoming, which is a two-day event that begins on Friday, November 25th with the Lighting of the Lights Ceremony, sponsored by Solutions Networking.

Darlene Riebe has been a resident of St. Charles since 1978. She worked at the St. Charles Chamber of Commerce for 20 years, starting as the Welcome Hostess and later becoming the Membership Director. Currently, she is an Ambassador of the Chamber. Riebe also held the position as Fundraising Coordinator at the Lazarus House until her retirement in 2020.

Since 1990, Riebe has been dedicated in her involvement with St. Charles parades and festivals. She has been involved in every St. Charles St. Patrick's and Holiday Parade since 1999, either as the organizer or on the Parade Committee. She was instrumental in continuing the St. Patrick's Parade after it was cancelled, and the transitioning of the Holiday Parade into the nighttime event it is today.

Riebe expressed what it is that has kept her motivated to stay involved with St. Charles events for so long. "Because I want to see the smiles on the children's faces. That's why I do what I do."

In 2016, Riebe was awarded the Charlemagne Award – an award that recognizes individuals who demonstrate what it means to give back to the community. Along with all her efforts in the St. Charles parades and festivals, she is currently on the board of the St. Charles History Museum and is the incoming President of the St. Charles Kiwanis.

Other sponsors for this year's Holiday Homecoming event include The Pride Stores, Audi Exchange of St. Charles, @Properties Christie's International Real Estate, Hotel Baker, Christ Community Church, McGrath Honda, Premier Living Properties, Trotter and Associates Inc., McNally's Heating & Cooling, 93 Octane Brewery, and St. Charles Plastic Surgery.

For more information on the Electric Christmas Parade and the St. Charles Holiday Homecoming, please visit www.stcholidayhomecoming.com. Any additional questions 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.



Darlene Riebe at the 2014 St. Patrick's Day Parade with her Husband, Steve