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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Walk, Ride, and Explore St. Charles, IL

ST. CHARLES, IL – In honor of May being National Bike Month, the St. Charles Business Alliance is excited to announce a brand-new campaign that will highlight biking and walking in St. Charles. Starting May 11th, there will be an array of marketing initiatives that will be rolled out that will allow individuals to learn more about how they can explore the city without the use of a vehicle.

To help share this information, a new webpage has been launched on the St. Charles Business Alliance's website highlighting an array of biking and walking resources, including rules and regulations, popular trails, upcoming events, and more. To learn more please, please visit stcalliance.org/biking.

To make parking your bike easier, all St. Charles bike racks located downtown will be added to the free Travel St. Charles App. This app also provides resources on dining, shopping, and upcoming events taking place in St. Charles. To download the app, please visit stcalliance.org/travelstcharlesapp.

During the season's first STC Live! performance on the 1st Street Plaza on June 3rd, sponsored by McNally's Heating & Cooling, individuals are encouraged to bike to the event. Leslie Hunt, the owner of Hunt House Creative Arts Center and top 10 female contestant on Season 6 of American Idol, will be performing live from 6 p.m. – 7:30 p.m. Limited-edition St. Charles Business Alliance bike bells will be handed out to those in attendance, as well as information and activities from various community partners who will be onsite.

St. Charles Business Alliance Executive Director, Jenna Sawicki, encourages everyone explore St. Charles by bike or by foot this summer. "We are so fortunate to be in a community that offers so many resources to bikers and those looking to explore the trails," said Sawicki. "From our beautiful parks to the amazing trails that you can find throughout St. Charles, there is something for everyone – no matter the ability level."

To find more information and to follow this campaign, please visit stcalliance.org/biking and follow @stcalliance and @travelstcharles on Facebook and Instagram. For further inquiries, please contact 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 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.



Family enjoying a bike ride at Mt. St. Mary Park in St. Charles, Illinois

Photo Courtesy of Brigette Burgman Photography