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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Enjoy the Holiday Magic at St. Charles Holiday Homecoming

ST. CHARLES, IL – St. Charles Holiday Homecoming, sponsored by St. Charles Chrysler Dodge Jeep Ram, is taking place in downtown St. Charles on Friday, Nov. 29 and Saturday, Nov. 30. This two-day 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. 29 starting at 5:00 p.m. on the 1st Street Plaza. You can enjoy complimentary roasted nuts, courtesy of Theriault Booth LLC. Attorneys at Law, hear the sounds of holiday carols being sung by the St. Charles East and North High School Choirs, and witness the downtown become illuminated with the dazzling holiday lights.

On Saturday, Nov. 30, there will be a free showing of The Grinch at the Arcada Theatre starting at 10 a.m., sponsored by McNally's Heating & Cooling. The doors will open at 9 a.m. to give attendees the chance to purchase popcorn and snacks from the lobby. Later that day at 5:30pm, 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 Jarrett Payton and Family. Jarrett Payton is a sports anchor on WGN, founder of The Jarrett Payton Foundation, former NFL and CFL Running Back, and son of Chicago Bears Hall of Fame Running Back, Walter Payton.

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 on Saturday, Nov. 30, is the St. Charles Holiday Shop Crawl. 16 participating shops will be offering special sales and promotions in honor of the event. Individuals will have the chance to win a Grand Prize Giveaway containing products from the participating shops. To find more information on the St. Charles Holiday Shop Crawl, please visit www.stcholidayhomecoming.com/shopcrawl. Many other businesses around town will also be having promotions during St. Charles Holiday Homecoming. To view sales and specials taking place, please visit www.stcholidayhomecoming.com/localspecials.

Individuals will have the opportunity to meet and take pictures with Santa Claus at Santa's House, sponsored by @Properties Christie's International Real Estate, every Saturday and Sunday from Nov. 30 through Dec. 22 from 1:00 p.m. to 4:00 p.m. There will also be two festive photo opportunities located on the 1st Street Plaza, sponsored by MKFM Law and The Pride Stores. These photo opportunities will stay up throughout the holiday season for visitors to take pictures at.

"We are excited for everyone to come out to this year's Holiday Homecoming to help kick-off the holiday season as a community," said St. Charles Business Alliance Executive Director, Jenna Sawicki. "It's the perfect opportunity to not only experience all the holiday festivities that will be taking place, but to visit and support our amazing St. Charles businesses, as well."

The Presenting Sponsor for the 2024 St. Charles Holiday Homecoming is St. Charles Chrysler Dodge Jeep Ram. Additional Sponsors include @Properties Christie's International Real Estate, MKFM Law, The Pride Stores, Solutions Networking Corporation, Christ Community Church, Hotel Baker, Matrix Basement Finishing, McGrath Honda of St. Charles, McNally's Heating & Cooling, Premier Living Real Estate, Smile Haven Dental Studio, Smithfield, St. Charles Closets, Trotter and Associates, Inc., Wahlburgers, Arcada Theatre, Comcast, Karas Restaurant Group, St. Charles Plastic Surgery, Teqworks, and Theriault Booth LLC. Attorneys at Law.

To find more information on the 2024 St. Charles Holiday Homecoming, please visit www.stcholidayhomecoming.com. For additional 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, Fine Art Show, STC Live!, Jazz Weekend, Scarecrow Weekend, and Holiday Homecoming. For more information about the Alliance, visit www.stcalliance.org.



Santa Claus and St. Charles Mayor, Lora Vitek, switching on the downtown St. Charles lights at the 2023 St. Charles Holiday Homecoming

Photo Courtesy of Drew Pertl Fine Art Photography