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PRESS RELEASE  
FOR IMMEDIATE RELEASE:

### **Kick Off the Holiday Season at St. Charles Holiday Homecoming**

ST. CHARLES, IL – The annual St. Charles Holiday Homecoming Weekend, sponsored by St. Charles Chrysler Dodge Jeep Ram, will take place on Friday, November 24<sup>th</sup> and Saturday, November 25<sup>th</sup> in downtown St. Charles. This two-day event will feature a variety of free holiday activities for the community to take part in.

The festivities begin on Friday, November 24<sup>th</sup> at 5pm at the 1<sup>st</sup> Street Plaza with the Lighting of the Lights Ceremony, sponsored by Solutions Networking. Hear holiday carols sung by the St. Charles East and North High School Chorales, enjoy complimentary roasted nuts, courtesy of Theriault Booth LLC Attorney's at Law, and admire the switching of the lights downtown.

On Saturday, November 25<sup>th</sup> at 10am, there will be a free showing of the movie "Home Alone" at the Arcada Theatre, sponsored by McNally's Heating & Cooling. The doors for the movie open at 9am, and snacks can be purchased from the lobby. At 5:30pm, the Electric Christmas Parade, sponsored by St. Charles Chrysler Dodge Jeep Ram, will commence at 5:30pm. The parade steps off at 6<sup>th</sup> Street and will travel down Main Street to conclude at 4<sup>th</sup> Avenue. The parade will feature holiday music, over 60 magical entries, and an appearance from the North Pole's most famous resident: Santa Claus.

Individuals will be able to meet and take pictures with Santa at Santa's House on the 1<sup>st</sup> Street Plaza, sponsored by @Properties Christie's International Real Estate, every Saturday and Sunday from November 25<sup>th</sup> – December 23<sup>rd</sup>. There will also be two lighted photo opportunities, sponsored by MKFM Law and The Pride Stores, located by the St. Charles Municipal Building available for visitors to take a photo at from November 24<sup>th</sup> – December 31<sup>st</sup>.

Coinciding with Holiday Homecoming is the STC Holiday Shop Crawl. 19 local St. Charles shops will be offering sales and specials on Saturday, November 25<sup>th</sup> and Sunday, November 26<sup>th</sup> in honor of the occasion. To find more information on the STC Holiday Shop Crawl, please visit [www.stcholidayhomecoming.com/shopcrawl](http://www.stcholidayhomecoming.com/shopcrawl). Many other businesses will also be offering special promotions in honor of St. Charles Holiday Homecoming, as well. To learn more, please visit [www.stcholidayhomecoming.com/localspecials](http://www.stcholidayhomecoming.com/localspecials).

“Holiday Homecoming is one of the most magical times of year in St. Charles,” St. Charles Business Alliance Executive Director, Jenna Sawicki, says. “We hope that everyone has the opportunity to come downtown to celebrate the start of the holiday season as a community.”

The Presenting Sponsor for the 2023 St. Charles Holiday Homecoming is St. Charles Chrysler Dodge Jeep and Ram. Additional sponsors include @Properties Christie’s International Real Estate, MKFM Law, Solutions Networking Corporation, The Pride Stores, Audi Exchange of St. Charles, Christ Community Church, Hotel Baker, McGrath Honda of St. Charles, McNally’s Heating & Cooling, Premier Living Real Estate, St. Charles Bank & Trust, Trotter and Associates, Inc, Wahlburgers, Comcast, Hotel Baker and the Salas Family, Karas Restaurant Group, Teqworks, Theriault Booth LLC. Attorney’s at Law, Arcada Theatre, and Wasco Nursery & Garden Center.

To find more information on the 2023 Holiday Homecoming, please visit [www.stcholidayhomecoming.com](http://www.stcholidayhomecoming.com). 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 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 St. Charles Fire Department in the 2023 Electric Christmas Parade  
Photo Courtesy of Drew Pertl Fine Art Photography

