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PRESS RELEASE:
FOR IMMEDIATE RELEASE:

Application Deadline for the St. Charles Electric Christmas Parade Has Been Extended

ST. CHARLES, IL – The Electric Christmas Parade, presented by St. Charles Chrysler Dodge Jeep and Ram, is taking place on Saturday, November 25th in downtown St. Charles from 6th Street to 4th Avenue. The deadline to submit an application to be part of the juried parade for local businesses, community groups, and non-profits has now been extended to Friday, November 3rd. The printable entry form can be found online at stcholidayhomecoming.com.

All entries must include each of the following documents:

- A completed entry form on or before November 3rd, 2023.
- A certificate of insurance naming the St. Charles Business Alliance AND the City of St. Charles as additional insured on or before November 3rd, 2023.
- A signed copy of the Electric Christmas Parade Rules & Regulations on or before November 3rd, 2023.
- 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 3rd, 2023.

All required 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 on or before November 3rd, 2023.

The two-day Holiday Homecoming event begins on Friday, November 24th at 5pm with the Lighting of the Lights Ceremony, sponsored by Solutions Networking. On Saturday, November 25th, there will be a free holiday movie showing at the Arcada Theatre at 10am, sponsored by McNally's Heating & Cooling. There will also be visits with Santa beginning at 1pm and will continue every Saturday and Sunday until December 23rd. All these activities lead up to the highlight of the event, the Electric Christmas Parade. All Holiday Homecoming events and activities are free of charge.

The Presenting Sponsor for Holiday Homecoming is St. Charles Chrysler Dodge Jeep and Ram. Additional Sponsors for Holiday Homecoming include Solutions Networking Corporation, The Pride Stores, MKFM Law, @Properties Christie's International Real Estate, Audi Exchange, Hotel

Baker, Christ Community Church, McNally's Heating & Cooling, Premier Living Properties, St. Charles Bank & Trust, Trotter and Associates, Inc., McGrath Honda, Wahlburgers, Comcast, Teqworks, Innovative Systems, and Theriault Booth LLC. Attorneys at Law.

To find more information on Holiday Homecoming, please visit 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.



Girl Scouts of Northern, IL Fox Valley Service Unit's Float in the 2022 St. Charles Electric Christmas Parade