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PRESS RELEASE  
FOR IMMEDIATE RELEASE:

### **Be A Part of the St. Charles Electric Christmas Parade – Applications Now Available**

ST. CHARLES, IL – The Electric Christmas Parade, presented by St. Charles Chrysler Dodge Jeep and Ram, is taking place on Saturday, November 25<sup>th</sup> in downtown St. Charles from 6<sup>th</sup> Street to 4<sup>th</sup> Avenue. The St. Charles Business Alliance is now accepting entry forms from local businesses, community groups, and non-profits to be part of the juried parade. The printable entry form can be found online at [stcholidayhomecoming.com](http://stcholidayhomecoming.com)

All entries must include each of the following documents:

- A completed entry form on or before October 20, 2023.
- A certificate of insurance naming the St. Charles Business Alliance AND the City of St. Charles as additional insured on or before October 20, 2023.
- A signed copy of the Electric Christmas Parade Rules & Regulations on or before October 20, 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 October 20, 2023.

All documents that are required for an entry must be returned to the St. Charles Business Alliance at 2 E. Main Street, St. Charles, IL 60174, or emailed to [info@stcalliance.org](mailto:info@stcalliance.org) on or before October 20, 2023.

The two-day Holiday Homecoming event kicks off on Friday, November 24<sup>th</sup> at 5pm with the Lighting of the Lights Ceremony, sponsored by Solutions Networking. Then, on Saturday, November 25<sup>th</sup>, there will be a free holiday movie at the Arcada Theatre at 10am, sponsored by McNally's Heating & Cooling, and visits with Santa beginning at 1pm. The day culminates with 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, Audi Exchange, Hotel Baker, McGrath Honda, McNally's Heating & Cooling, Premier Living Properties, St. Charles Bank & Trust, Trotter and Associates Inc., and Comcast.

To find more information on Holiday Homecoming, please visit [stcholidayhomecoming.com](http://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).



Best of Show Winner – VW Vocho Club of Chicago at the 2022 Electric Christmas Parade  
Photo Courtesy of Drew Pertl Fine Art Photography

