



PRESS RELEASE  
FOR IMMEDIATE RELEASE

Contact: Nick Lowe  
630-443-3947  
nlowe@stcalliance.org

**St. Charles Business Alliance Cautions Against Fake Holiday Homecoming Events on Facebook**

**ST. CHARLES, ILL.** (Nov. 15) – The St. Charles Business Alliance has identified Facebook events circulating online with incorrect information about this month's St. Charles Electric Christmas Parade and Holiday Homecoming. The St. Charles Holiday Homecoming is Friday, Nov. 29, and Saturday, Nov. 30, in downtown St. Charles, with the Parade beginning at 5:30 p.m. Saturday, Nov. 30.

Unfortunately, due to Facebook restrictions, the fraudulent online event pages cannot be removed. Below, are a few key items to look for to ensure you looking at the official St. Charles Business Alliance [Holiday Homecoming Facebook event](#):

- This event always takes place the weekend following Thanksgiving. The correct date of the 2024 St. Charles Holiday Homecoming is Friday, Nov. 29, and Saturday, Nov. 30, with the Electric Christmas Parade at 5:30 p.m., Saturday, Nov. 30.
- Under event "Details," the St. Charles Business Alliance and the City of St. Charles, Illinois Government and both are listed as event hosts. Any other host(s) listed after "Event by," indicates a fake event.
- The authentic event listing includes a link to the official Holiday Homecoming website ([www.stcholidayhomecoming.com](http://www.stcholidayhomecoming.com)). If there is no direct link to this website, then it is a fake event.
- The official event location is 2 E. Main Street, Saint Charles, IL, United States, Illinois 60174. Any other location listed indicates a fake event.

"Each year following Thanksgiving, we come together in downtown St. Charles for the Lighting of the Lights on Friday and the Electric Christmas Parade on Saturday to officially kick off the holiday season," said Mayor Lora Vitek. "Our Holiday Homecoming weekend has become a cherished tradition for families throughout the area who look forward to these festive events every year."

Stay up-to-date with the most accurate information regarding St. Charles Holiday Homecoming, follow and share the official Facebook Event at [www.facebook.com/events/1490756044975114](https://www.facebook.com/events/1490756044975114). Also, follow the St. Charles Business Alliance on [Facebook](#) and Instagram @stcalliance for more information.

The official City of St. Charles website also has event information at [stcharlesil.gov](http://stcharlesil.gov).

For any questions regarding St. Charles Holiday Homecoming, visit [www.stcholidayhomecoming.com](http://www.stcholidayhomecoming.com). For all other inquiries, contact the St. Charles Business Alliance at 630-443-3967.

###

#### **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](http://www.stcalliance.org).

#### **About the City of St. Charles**

The City of St. Charles, Illinois, is guided by the three driving principles in its Mission: *Service. Tradition. Community.* Together, these principles create a thriving environment for people who live or visit here, and for businesses to prosper. Our City has gained national recognition as a family-friendly town and wide acclaim for its architecture, living up to its nickname *Pride of the Fox*. Conveniently located 35 miles west of Chicago, in Kane and northwestern DuPage counties, St. Charles is home to 33,000 residents and a balanced mix of more than 2,000 businesses that employ approximately 28,700 people. More at [stcharlesil.gov](http://stcharlesil.gov), and follow us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).



The correct Holiday Homecoming header on the Official St. Charles Holiday Homecoming Facebook event.