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PRESS RELEASE
FOR IMMEDIATE RELEASE:

The Annual St. Charles Holiday Homecoming Weekend

St. Charles, IL – The annual St. Charles Holiday Homecoming Weekend, sponsored by St. Charles Chrysler Dodge Jeep Ram, will take place on Friday, November 25 and Saturday, November 26 in downtown St. Charles. This two-day event will feature a variety of holiday activities that are free for the community to take part in.

The event kicks off on Friday, November 25 at 5:00 p.m. at the 1st Street Plaza with the Lighting of the Lights Ceremony, sponsored by Solutions Networking. There will be holiday carols sung by the St. Charles East and North High School Chorales, and an appearance by special guest, Santa Claus. This year's official light switcher for the ceremony is St. Charles Police Officer, Jennifer Larsen and her family, who was named Kane County Officer of the Year in 2018 for her heroic actions that led to her saving the life of an infant.

On November 26 at 10:00 a.m., there will be a free showing of the movie "Elf" at the Arcada Theatre, sponsored by McNally's Heating & Cooling. The doors for the movie will open at 9:00 a.m. Starting at 1:00 p.m., Santa's House, sponsored by @Properties Christie's International Real Estate, will be located at the 1st Street Plaza. Individuals will have the opportunity to talk and take pictures with Santa every Saturday and Sunday from November 26 through December 18 from 1:00 p.m. to 4:00 p.m.

Small Business Saturday will also be taking place all day on November 26. Many local St. Charles Businesses will be having specials and promotions in honor of the weekend. To view the specials and promotions that will be taking place during Small Business Saturday, please visit www.stcholidayhomecoming.com/localspecials.

The day culminates with the Electric Christmas Parade, sponsored by St. Charles Chrysler Dodge Jeep Ram, that will take place in downtown St. Charles starting at 5:30 p.m. The parade will feature holiday music, over 60 parade entries, and an appearance by Santa Claus.

Jenna Sawicki, Executive Director of the St. Charles Business Alliance, said she is looking forward to this year's Holiday Homecoming Weekend. "We hope that everyone has a chance to come out and celebrate the start of the holidays with the community", said Sawicki "We also

encourage everyone to stop by some of the wonderful St. Charles businesses and support local during Small Business Saturday.”

Other sponsors for this year’s St. Charles Holiday Homecoming include The Pride Stores, Audi Exchange St. Charles, Hotel Baker, Christ Community Church, McGrath Honda, Premier Living Properties, Trotter and Associates Inc., 93 Octane Brewery, St. Charles Plastic Surgery, Cyclebar, and Venice MedSpa.

For more information on all the Holiday Homecoming activities, please visit www.stcholidayhomecoming.com. Any additional questions regarding the event can be directed to 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.



St. Charles Mayor, Lora Vitek, speaking at the 2021 Lighting of the Lights Ceremony