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PRESS RELEASE
FOR IMMEDIATE RELEASE:

Celebrate the Annual St. Patrick's Parade in Downtown St. Charles

ST. CHARLES, IL – The St. Charles St. Patrick's Parade, presented by St. Charles Closets, is taking place on Mar. 15 in downtown St. Charles, along with a variety of family-friendly St. Patrick's-themed activities for individuals to take part in around town.

The event commences at 11 a.m. with the Opening Ceremony on the 1st Street Plaza near Gia Mia and McNally's Irish Pub & Kitchen, sponsored by St. Charles Chrysler Dodge Jeep Ram. This is the perfect way to kick-off the festivities, with feature performances from Irish Dancers and Bagpipers for attendees to enjoy, along with a complimentary face-painter to help visitors get into the spirit of the day.

Following the Opening Ceremony, visitors can choose to take part in a St. Patrick-themed Scavenger Hunt, sponsored by McGrath Honda of St. Charles. To participate, individuals will need to locate shamrocks hidden throughout the downtown. There will be 10 shamrocks hidden within the route of the parade (6th Street and 4th Avenue). Once located, the participant will need to take a photo of themselves with the shamrock, scan the QR code, and submit the photo along with the form found on www.stcalliance.org/shamrockhunt. The more shamrocks that are found, the more entries participants get. On Mar. 18, three lucky winners will be selected to win a Pot of Gold valued at \$400 and contacted via email. The Shamrock Hunt form will be available online starting Mar. 15.

The St. Patrick's Parade will begin at 2 p.m., stepping off at 6th Street and travel down Main Street to conclude at 4th Avenue. Attendees at the event will get to experience the sounds of Bagpipers and local marching bands and admire the vibrant parade entries while celebrating with the community.

Attendees will also have the chance to capture their memorable time at the St. Patrick's Parade by visiting the Photo Opportunities around town. On the 1st Street Plaza, individuals can stop by the "Sláinte" Photo Opportunity, sponsored by McNally's Heating & Cooling. On Riverside Avenue across from Flagship on the Fox and Pollyanna Brewing & Distilling, will be a "Leprechaun", and a brand-new "Lucky" Photo Opportunity, sponsored by Smile Haven Dental Studio.

While attendees are enjoying all the St. Patrick's themed activities, many businesses will also be hosting special sales, promotions, and events in honor of the day. To learn more about local deals taking place during the St. Charles St. Patrick's Parade, please visit www.stcstpatricksparade.com/salesandspecials.

St. Charles Business Alliance Executive Director, Jenna Sawicki, talks on this annual St. Charles tradition. "The St. Charles St. Patrick's Parade has been a favorite community tradition for over 20 years," says Sawicki. "It's the perfect opportunity to gather with friends and family, support our amazing businesses in town, and of course, enjoy all the Irish-festivities that the day has to offer."

The Presenting Sponsor for the 2025 St. Charles St. Patrick's Parade is St. Charles Closets. Additional Sponsors include McGrath Honda of St. Charles, McNally's Heating & Cooling, Smile Haven Dental Studio, St. Charles Chrysler Dodge Jeep Ram, The Hairy Ant Screen Printing Embroidery & more, Solutions Networking Corporation, St. Charles Plastic Surgery, Teqworks, Theriault Booth LLC. Attorneys at Law, and M.K. Movers. The Parade Partners are The Office Dining & Spirits and Whiskey Bend.

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.



The South Shore Drill Team performing at the 2024 St. Charles St. Patrick's Parade

Photo Courtesy of C & E Photography