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Rockford Community Partners Announces Rockford Day Participants, Schedule of Events

WHAT: Rockford Community Partners unveiled a list of more than 60 businesses and organizations throughout the area that will participate in the inaugural Rockford Day celebration which will be held Monday, August 15, 2016.

Rockford Day, playing off of the city's primary area code of 815, is a community showcase of the places, activities, and people that make Rockford great through fun and interactive experiences. Rockford Day deals and activities are featured on Facebook, Twitter and gorockford.com/rockfordday, and will offer ideas on free things to do and people profiles throughout the day on August 15.

Deals listed in the attached documents are as of August 11, 2016. More deals can be found at facebook.com/RockfordDay.

WHEN: Monday, August 15, 2016

WHERE: **8:15 a.m.** - Rockford Day will officially launch with a proclamation presented by Mayor Larry Morrissey at Meg's Daily Grind, 3885 N. Perryville Road.

11:00 a.m. - An 815 Lunch Live, organized by Transform Rockford, will run until 2:00 p.m. in downtown Rockford. The lunch will feature a live broadcast by WZOK, the Commissary Food Truck, the Kroozin Kooler ice-cream truck, other food vendors, picnic tables and live music along the State Street Bridge, Joe Marino Park and Main Street areas.

4:30 p.m. - The Rockford Area Arts Council will dedicate the Jefferson Street Bridge Mural "Connections" created by the 2016 ArtsPlace Apprentices under the direction of lead artist Adriana Villagomez at 4:30 p.m. in the parking lot of Hinshaw & Culbertson, 100 Park Avenue as part of Rockford Day. All events are open to the public.

About Rockford Community Partners

The Rockford Community Partners network, formerly known as the City of Rockford's Economic Development, Education & Entrepreneurship Network (EDEEN), was launched in December 2011. The work of Rockford Community Partners is focused in 5 areas: New Narratives, 21st Century Talent, Beautification, Public Art and Storefront, Business District Association, & Neighborhood Development. These diverse group of partners work together to determine how to best support each other's efforts and the needs of the community.

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