



## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

CONTACT INFORMATION:

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### ***Street Closures, Parking and Seating Announced for Annual July 4th Parade and Fireworks Show***

Rockford, Ill. – The annual July 4<sup>th</sup> parade will be held on Tuesday, July 4, 2017 at 7:00 p.m. in downtown Rockford. The parade steps off at 7<sup>th</sup> Street and 6<sup>th</sup> Avenue with the traditional “Motorcycle Parade” at 6:50 p.m. *Please note, this year the parade route will end at Elm and Church Streets.*

The Rockford Fourth of July Committee will provide entertainment and refreshments at Davis Park from 5:00 p.m. until the fireworks show begins at 9:30 p.m. Visitors to the downtown area are also encouraged to visit the many restaurants and stores that will be open; market vendors will also offer food and beverages from their carts near E. State and Water Streets.

As always, safety is a top priority and several street closures will be in place to ensure that the heavier than normal pedestrian traffic in the downtown area can be safely accommodated.

- State, Chestnut and Morgan Street bridges will close for pedestrian traffic by 4:00 p.m.
- The Jefferson Street Bridge will only be open for vehicular traffic, not pedestrian traffic.
- South Main Street northbound is closed between Kent and Cedar.

Rockford police will be directing traffic at all major intersections and will be present along the parade route and in the greater downtown area.

Attendees are encouraged to allow ample time for parking and walking to their viewing site. There will be no parking allowed in the 4<sup>th</sup> floor of the Church Street South Parking Deck located at 200 S. Church next to the BMO Harris Bank Center. All City owned parking decks will be open to the public and free of charge on July 4<sup>th</sup>. There are an additional 300 spaces in the UW Health Sports Factory parking lot at the south west corner of Madison & Walnut Streets which will provide excellent fireworks viewing opportunities. Downtown visitors are reminded not to park in private lots where signs are posted as violators will be towed.

Attendees are advised that stopping to view the fireworks from the roadway, especially in and around the Whitman Street Bridge and the North 2<sup>nd</sup> Street overpass over Auburn Street and Spring Creek Road will not be allowed. Rockford Police will be patrolling the areas to keep traffic moving and to ask that viewers to move to a safer, more appropriate location.

At the conclusion of the fireworks, guests are asked to please be patient and to note that their departure routes may be different than how they originally arrived. Commuters must drive with caution and obey all police directives for routing traffic. All bridges will open immediately after pedestrian traffic is cleared, approximately 20 minutes after fireworks conclude.

For a complete itinerary for 4<sup>th</sup> of July activities and the full parade route, visit [http://www.rockfordfireandice.com/4th\\_of\\_july](http://www.rockfordfireandice.com/4th_of_july).

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