



# How to Participate in Rockford Day 2021

## For restaurants and retail:

- Offer an 815 or 779 themed **deal or special**.
- Give customers a chance to **win a Rockford/815 themed prize** or basket.

## For other businesses and entities:

- **Share your Rockford story** in writing, in photos, or on video using the hashtags #RockfordDay2021 #815Day2021.
- Offer a **virtual tour of your business or organization** (submit this as an event on [GoRockford.com/RockfordDay](http://GoRockford.com/RockfordDay)).

## For neighborhood groups, clubs, and other organizations:

- **Post a photo** of members of your group/organization in 815 gear using the hashtags #RockfordDay2021 #815Day2021.
- Feature your group members, clients, or associates telling their own **stories of living in Rockford** on your social media using the hashtags #RockfordDay2021 #815Day2021.

## For business associations:

- Host an event in your neighborhood (such as a scavenger hunt, a live outdoor concert, sidewalk chalk art, and so forth).
- Offer an **online experience**, such as Miracle Mile's [Selfie Tour](#) or [Cookie Crawl](#).