

# *News from Genoa Main Street*



*Genoa Main Street, Inc.  
Mim Evans, Executive Director  
327 West Main Street  
Genoa, IL 60135  
(815) 784-6961*

For Immediate Release  
February 1, 2012

## *Chocolate Walk Continues Monthly Downtown Events*

### **Genoa Welcomes Visitors with Free Chocolate**

Ditch the New Year's resolutions and head for downtown Genoa this Saturday (February 11) for Chocolate Walk. Businesses throughout downtown will be offering visitors free chocolate treats during this annual pre-Valentine's Day event.

"Downtown Genoa has a full calendar with at least one event every month," says Mim Evans, Genoa Main Street executive director. "Chocolate Walk is a long-standing favorite. The businesses go all out to provide great treats. Visitors snack and shop at the same time. They can walk off some of the calories since going from Everything Floral at one end of downtown to Laughing Cat at the other to sample everything."

There will be no shortage of treats, as up to 20 businesses plan to participate. Each one will have a "chocolate kiss" sign on the door. Treats available will exceed two dozen as many businesses offer more than one kind.

"We will offer chocolate covered cherry dip, sipping chocolate, and no bake triple chocolate cheesecake. And, of course, we will have our usual chocolate treats throughout the store," says Mike Groark, owner of MCR Framing/Cattywampus.

Other businesses combine treats with special offers. "We're preparing an array of homemade chocolate goodies and also offering 20 percent off on all retail products," says Carolyn McIntyre of Reflections Hair Salon.

Citizens First National Bank will conduct its annual brownie bake-off the day before the Walk. Bank employees compete for the title of best brownie baker.

(more)

Genoa Hosts Chocolate Walk -- Page 2

“Some of the recipes are very creative,” says Pattie Marx of Citizens Bank. “Others are purists and stick to tradition. There are always plenty of volunteer judges. Visitors can try samples of the brownie entries Saturday morning at the bank.”

Chocolate Walk is presented by Genoa Main Street, Inc. and sponsored by Waste Management. For more information go to [genoamainstreet.org](http://genoamainstreet.org), email [genoamainstreet@atcyber.net](mailto:genoamainstreet@atcyber.net) or call 815 784-6961.

###



Cutline for Free Chocolate.jpg:

Visitors will delight in the variety of free chocolate treats available at downtown Genoa’s annual Chocolate Walk this Saturday (February 11). “Snack while you shop” will be rule as Valentine’s Day specials will accompany the chocolate. For more information contact Genoa Main Street at 815 784-6961 or go to [genoamainstreet.org](http://genoamainstreet.org).