

# BELOIT TO CELEBRATE '608 DAY'

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BELOIT - Celebrating all of what Beloit has to offer is the goal of the city's first "608 Day."

The day-long event - which is being organized by Visit Beloit, the Downtown Beloit Association, the Greater Beloit Economic Development Corporation and the Greater Beloit Chamber of Commerce - is set for June 8.

Stacey Bodnar, director of marketing and public relations at Visit Beloit, said the event aims to showcase the people, places, and things that make Beloit great.

So far, she said more than 20 businesses are participating with deals and activities including cocktails, saltwater taffy, breakfast sandwiches, store discounts, raffles, demonstrations, samples and more.

The Beloit 608 Day team is inviting more local businesses, agencies and nonprofits to join in the celebration by offering 608-themed specials, discounts, and events across the city and surrounding communities.

Bodnar said the event is a play on the 608 area code. She said the Rockford area has been offering an 815 day the last few years, and the Beloit community wanted to join Janesville and Madison that also are throwing similar 608 festivities.

"This event is about celebrating and enjoying our community, as well as inviting our neighbors to participate in the fun," Bodnar said. "It's a great opportunity to visit businesses and parts of town you haven't been to lately and enjoy all that this great city has to offer."

She said the event is an invitation for visitors and Beloiters to explore the Beloit area.

Janesville will be participating in its second annual 608 Day, which will include "Playapalooza," a free, family-friendly event in the city. For more information, visit the [Playapalooza Facebook page](#).

Bodnar said it would make for a great road trip to start in Beloit then head up to Janesville and finally Madison to see what each city is offering.

"We're designing it to be an annual event. The sky's the limit for what we do in the future," Bodnar said. "There's a lot of things we hope to see grow as we go down the line."

For more information on all the deals in Beloit, go to [VisitBeloit.com](http://VisitBeloit.com). Organizations can submit a deal or event up through June 7.