

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Named Among Top Destinations for Sporting Events

FOR IMMEDIATE RELEASE
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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau received recognition for its excellence in the sports events market. *SportsEvents* Magazine named the RACVB as one of the “50+ Planners & Places to Watch in 2009” in the “Readers’ Choice Awards.” The RACVB is the only honoree from Illinois. The list appeared in the January issue of *SportsEvents* Magazine, the sports events industry’s only magazine dedicated to helping organizers of sports events.

The winning organizations were nominated by sports events planners and showed a proven history of providing both quality facilities and a commitment to serving client needs. “We believe our select group of planners, destination marketing organizations, and fields and facilities not only meet but exceed the high demands of producing successful sports events today,” says J. Talty O’Connor, publisher of *SportsEvents* Magazine.

“It’s a great honor to be recognized as one of the top sports events locations in the country,” says Amy Trimble, RACVB Interim Manager. “We have excellent sports facilities and wonderful working relationships with our partners, which allow us to meet the demands of the market. Phil Elsbree, our Director of Sports Sales, works hard to anticipate and respond to the needs of the event organizers. To be nominated by our customers shows that they recognize the Rockford Region’s commitment to them and their events.”

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism.

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FOR MORE INFORMATION:

Kristina DeCoster, Director of Stakeholder Relations: 815.489.1664 or kdecoster@gorockford.com