

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Receives National recognition for Excellence in the Sports Market

FOR IMMEDIATE RELEASE

January 4, 2010

ROCKFORD, IL — For the second year in a row, the Rockford Area Convention & Visitors Bureau has been named to *SportsEvents Magazine's* "Readers' Choice Awards." The awards recognize outstanding sports destinations, venues and professionals.

The winners, which will appear in the January 2010 issue of *SportsEvents Magazine*, were nominated by readers and industry peers.

"We asked them to recommend only the best," said J. Talty O'Connor, publisher of *SportsEvents Magazine*. "We believe our select group of planners, destination marketing organizations, and fields and facilities, including the Rockford Area CVB, not only meet but exceed the high demands of producing successful sports events today."

RACVB was recognized for its excellence within the destination marketing organization category. Sports events planners nominated destinations and venues that have a proven history of providing both quality facilities and a commitment to hospitality and services. Here's a look at some of the events the region hosted recently:

- Olympic Development Program, Region 2 Soccer Tournaments
- United States Bowling Congress, Intercollegiate Team Championships
- USSSA Baseball
- USA Wrestling
- Frontier League All Star Game
- Knights of Columbus Bowling Tournament
- Illinois Kids Wrestling Federation Championship
- PUMA Champion Cup Soccer Tournament
- Ballpark Sports Baseball (Fletcher Baseball)

"RACVB is pleased to receive this kind of national recognition. The Rockford Region has worked hard to grow the sports market, and receiving this award twice really puts the spotlight on our region," said John Groh, RACVB president/CEO. "We have excellent sports facilities and wonderful working relationships with our partners, allowing us to meet and exceed the demands of this market. Being nominated by our customers as one of the best in the nation shows they recognize our commitment to them and their events."

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SportsEvents Magazine is a nationally distributed magazine read by owners and planners of sports events and competitions, including national governing bodies, regional directors, league managers, coaches associations, sports commissions and other sports event owners.

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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