

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **RACVB Works with Local Sports Group to Secure Ten New Sports Tournaments for Region**

**Tournaments will generate an estimated \$520,000 for area businesses**

**FOR IMMEDIATE RELEASE**

**January 6, 2010**

**ROCKFORD, IL** — The Rockford Area Convention & Visitors Bureau announced an agreement today with [Bison Sporting Events, LLC](#) to hold ten new and four continuing tournaments in the Rockford Region during summer 2010. The youth softball and baseball tournaments include high profile sanctioning groups like [North American Fastpitch Association](#) (NAFA) and [United States Specialty Sports Association](#) (USSSA). Loves Parks' Harlem Community Center will host the majority of the tournaments while some will be played at Sportscore One in Rockford.

The tournaments will bring more than 6,300 players and coaches, and an additional 7,900 spectators, to the region and generate an estimated \$520,000 for the local economy. RACVB has worked with Bison Sports to help secure tournament facilities, confirm tournament schedules and secure hotel housing for players and fans.

"The Rockford area's continued investment in sporting facilities has allowed our tournaments to grow and opened the way for us to create Bison Sporting Events," said Kelly Robison, owner of Bison Sports and a local native. "The Harlem Community Center is a wonderful facility, and bringing tournaments to the Rockford area is a great way for me to work with the community where I played sports."

"Our ability to announce these ten new tournaments is possible because of the reputation our region enjoys in the amateur sports industry. The facilities at HCC and Sportscore One are excellent, our hotel partners are hospitable and welcoming to sports groups and our community and public leaders value the role amateur sports can play in growing and sustaining our economy," said Mark Stefanic, RACVB Board of Directors chairman. "We look forward to a long and positive relationship with Bison Sporting Events, and thank them for their commitment to our region."

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Robison previously organized tournaments in the region for other events rights holders; he was able to continue some of those tournaments under the new Bison Sporting Events. Robison says the quality of area's facilities is an important draw for teams and noted the portable pitching mounds, purchased by RACVB in 2009, as an additional factor in selecting the Rockford Region as host location for his tournaments.

**The ten new tournaments include:**

1. NAFA Spring Fling – April 24-25
2. NAFA Memorial Day Classic – May 29-30
3. Rockford USSSA Maitland Classic – June 5-6
4. Rockford USSSA June Boom – June 12-13
5. USSSA Global Sports World Series Qualifier – June 18-20
6. RBGC June Swoon Wood Bat World Series Qualifier – June 26-27
7. Bison End of Summer Wood Bat Tournament – Aug 28-29
8. Bison Anniversary Wood Bat Tournament – Sept 11-12
9. Bison Fall Wood Bat Classic – Sept 18-19
10. Bison End of the Year Wood Bat Tournament – Sept 25-26

**The four continuing tournaments include:**

1. Rockford USSSA Early Bird Bash – April 10-11
2. Rockford USSSA Pre-Season Tournament – April 17-18
3. Rockford USSSA May Day Classic – May 1-2
4. Rockford USSSA May Mania – May 22-23

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 generates positive economic impact for our community through investments in tourism. [www.gorockford.com](http://www.gorockford.com)

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**FOR MORE INFORMATION:**

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