

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Region's Sports Reputation Creates Atmosphere for Growth Tournament Organizer Able to Expand Events in Rockford

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau announced today the expansion of another softball/baseball tournament series this summer. Game Day USA will expand from hosting two to four tournaments. RACVB worked with area partners, like the Rockford Park District and area hotels, to help secure the events. The games will be played at Sportscore One and Searls Park. The tournaments will bring more than 3,240 players, coaches and their fans to the region and generate an estimated \$234,000 for the local economy. Game Day President/CEO Rich Janor credits Rockford's location and facilities for the expansion, and says he hopes to add more Rockford tournaments in the future.

"The diamonds and facilities in Rockford are outstanding, and that has led to wonderful word-of-mouth advertising," said Janor. "The teams that participated last year plan to return this summer, and they're telling others about their experience."

RACVB purchased 10 portable pitching mounds for the Rockford Park District last summer, which provides the ability to convert softball diamonds to baseball diamonds for tournaments like the ones hosted by Game Day.

"Rockford has built a strong reputation as a leading sports community," said RACVB President/CEO John Groh. "It's important we make investments that meet the needs of these tournaments so we can continue to grow our sports market and bring money into our community."

"Game Day USA is a great organization to work with," said Sportscore One Manager Marianne Larson. "They run high quality tournaments, and we're glad to see they are not just returning, but also expanding."

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The four tournaments include:

1. Ace of Diamonds Classic – April 9-11 – combination boys baseball/girls fastpitch softball tournament for youth age 9-14.
2. Continental Amateur Baseball Association (CABA) Illinois State Championship – June 4-6 – boys baseball tournament for youth age 9-14.
3. Game Day USA Illinois State Championships – June 4-6 – girls fastpitch softball tournament for youth age 9-16.
4. Monster of the Midwest – May 21-23 – combination boys baseball/girls fastpitch softball tournament for youth age 9-14.

RACVB recently announced an agreement with [Bison Sporting Events, LLC](#) to hold ten new and four continuing tournaments in the Rockford Region during summer 2010. Bison Sporting also credited Rockford's facilities for their ability to expand.

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. www.gorockford.com

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