



# Winteroriginals

Unique, ORIGINAL things to do and see in Illinois' Rockford Region this winter.

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## Old Man Winter Gets His Groove Back in Rockford, IL

*Winter events & special offers make even this icy gent giddy with excitement*

### FOR IMMEDIATE RELEASE

January 28, 2010

**ROCKFORD, IL** — With Old Man Winter wreaking havoc in the Midwest, now might seem like the perfect time to stay indoors and dream of spring sunshine and snowless streets. In Rockford, Ill., things aren't always what they seem. Rockford's seen the New Face of Old Man Winter, and he looks like an old man who's gotten his groove back!

### **Believe It Or Not, Old Man Winter is a Family Man**

Old Man Winter knows he doesn't have to spend a bundle to take the kids to high quality family-friendly attractions. He's left the city headaches behind and taken the highway to Rockford, where he's zipping down waterslides at **CoCo Key Water Resort**, Rockford's premiere indoor water park. You'll also find him standing in awe at the skeletal feet of Jane, **the world's most complete juvenile T. rex**, at **Burpee Museum of Natural History**, and next door getting hands-on with childlike glee as he enjoys more than 250 exhibits at **Discovery Center Museum**, named one of the top ten children's museums in the nation by *Child* magazine. You may even find him getting back to his roots by strapping on a pair of ice skates for an afternoon of ice skating or playing on a three-level indoor playground at **Carlson Ice Arena & Sapora Playworld**. And although Old Man Winter's no spring chicken, he still loves to catch some thrilling sports action at the **Rockford MetroCentre** with the Rockford IceHogs AHL hockey team and the Rockford Rampage National Indoor Soccer League team.

### **Old Man Winter Recommends These Upcoming Events:**

- Sizzling Sunday at Discovery Center Museum January 31
- Thunder Nationals Monster Truck Racing at the Rockford MetroCentre February 5 & 6

### Visit [winter.gorockford.com](http://winter.gorockford.com) to download Old Man Winter's family-friendly printable coupons:

- **CoCo Key Water Resort:** Buy one CoCo Key Water Resort day pass and get one free. (Not valid with group or birthday parties. Use code "WINTERORIGINALS" to redeem.)
- **Burpee Museum of Natural History:** Receive one free child admission with a paid adult admission. (Valid for general museum admission only through June 1, 2010.)
- **Discovery Center Museum:** Receive one free child admission with a paid adult admission. (Valid for general admission only through March 19, 2010.)

### **Old Man Winter Loves Arts & Culture – He Builds Snowmen, Doesn't He?**

Old Man Winter may be a pro at snow sculpting, but he leaves the rest to the experts! When he's craving arts and culture, he turns a cold shoulder to expensive ticket prices and parking in Chicago and Madison and heads to Rockford, where he knows he'll find the quality he desires without the bad financial after-taste. He never misses the captivating sounds of the **Rockford Symphony Orchestra (RSO)**, one of the leading cultural institutions in northern Illinois performing more than 20 classical and pops concerts

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annually. He also loves to peruse the permanent and traveling exhibitions at the **Rockford Art Museum** and learn about Rockford history at **Midway Village Museum**.

### **Old Man Winter Recommends These Upcoming Events:**

- Winter Lecture Series - Urban Archaeology: Retrieving the History of the Barber Colman Company at Midway Village Museum February 6
- 2010 Rockford Midwestern at Rockford Art Museum through April 25

### **Visit [winter.gorockford.com](http://winter.gorockford.com) to download Old Man Winter's arts/culture printable coupons:**

- **Midway Village Museum:** 2-for-1 admission. (General admission only; not valid for special events or lecture admissions. Valid through May 31, 2010.)
- **Rockford Symphony Orchestra:** All tickets \$25 for the RSO's Classics Concert with Mendelssohn's "Scottish" Symphony at 7:30 p.m. Saturday, February 13.

### **Old Man Winter Has Gone Techie! Visit his website at [winter.gorockford.com](http://winter.gorockford.com) for:**

- A complete listing of winter events, attractions, packages, dining and shopping.
- **Video podcasts** featuring Rockford Region attractions, also available on [iTunes.com](http://iTunes.com) and [feedburner.com](http://feedburner.com).
- A sign-up form for Old Man Winter's **e-newsletter** to get all the latest information on value-added packages and event details.
- A sign-up form for **text message alerts** from Old Man Winter with updates on specials, packages, giveaways, events and Rockford Region travel tips.

*Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit [www.gorockford.com](http://www.gorockford.com). 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.*

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### **FOR MORE INFORMATION:**

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### **HIGH RESOLUTION PHOTOS AVAILABLE UPON REQUEST**

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