

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Region to Host Illinois Association of Wastewater Agencies

FOR IMMEDIATE RELEASE

April 26, 2010

ROCKFORD, IL — The RACVB has announced that the Rockford Region has been selected to host a high-profile state conference. The Illinois Association of Wastewater Agencies has chosen Rockford for their 2011 annual conference. The event, which takes place September 27 – October 1, 2011, will bring an estimated 125 people to the region. They will fill 240 hotel room nights and generate an estimated \$31,200 for local businesses.

Rockford beat out Moline as the host for the conference. Event organizers say the decision came down to the customer service they received during their site selection visits.

“The reception we received from the tourism bureau and the various sites we visited was a big factor in our decision,” said Robin Ellison, event organizer. “Everyone was very professional and hospitable. You could tell they really wanted us there.”

Event organizers have arranged visits to several area sites and attractions during the conference, including Historic Auto Attractions, Anderson Japanese Gardens, Coronado Performing Arts Center, Stone Eagle Tavern and Crimson Ridge.

“This conference provides a tremendous opportunity for our community to showcase the Rockford Region,” said John Groh, RACVB President/CEO. “Attendees will be coming from around the state. They will see that Rockford is a high-quality, high-value community with lots to offer and help spread the word that Rockford is a great destination for meetings and conventions.”

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The Illinois Association of Wastewater Agencies is a state organization of administrators and managers responsible for wastewater collection and treatment and concerned with maintaining the cleanliness of streams and rivers. The organization is a respected lobbying group that provides its members with a voice in critical issues facing the wastewater industry. This will be their 86th annual conference. They were last in the Rockford Region in 1997.

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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