

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Region on the Go *RACVB website goes mobile*

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — What's the phone number again? Where is it located? What's there to do today? These are all questions people are faced with when they are on-the-go. Now they can turn to GoRockford.mobi for the answers. The Rockford Region's official visitor information website GoRockford.com is now available in a convenient mobile format for smartphone users. GoRockford.mobi is a condensed version of the main website for visitors and locals to utilize on-the-go.

Website users can now view details about hotels, restaurants and attractions, find shopping or sport venues, view an events calendar and discover what the Rockford Region has to offer in a simple-to-use format that is always at their fingertips. The GoRockford.com site will automatically re-direct to the new mobile site on smartphones such as the iPhone, Blackberry and Android and is also accessible on desktop computers. The mobile site also provides links to the RACVB's social media sites and contains access to the GoRockford YouTube channel.

"The mobile website is convenient for both visitors and locals to use on a daily basis and is a great way to keep up-to-date on what's happening in the Rockford Region," said Mika Doyle, marketing coordinator for the Rockford Area Convention & Visitors Bureau. "Our mobile website provides information to folks on the go and compliments our primary website and social media channels as well as our visitor centers at the Clock Tower Resort and Chicago/Rockford International Airport, and the CVB's information kiosks throughout the region."

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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FOR MORE INFORMATION:

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