

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Girls Bowling State Finals to Remain in Rockford *IHSA Selects Rockford for 19<sup>th</sup> Year, Event to Spur \$100,000 in Spending!*

FOR IMMEDIATE RELEASE

September 28, 2010

**ROCKFORD, IL** — The Rockford Region bowls another strike! The Illinois High School Association's (IHSA) Board of Directors voted to keep its Girls Bowling State Finals in Rockford for another school year. This marks the 19<sup>th</sup> consecutive year the Rockford Region has hosted the top tournament.

The event, which takes place February 10 - 13, 2011, will bring nearly 1,300 people to the Rockford Region. This includes the bowlers, coaches, family and friends. These visitors generate an estimated \$100,000 for area restaurants, hotels, stores and other businesses during their stay.

IHSA Assistant Executive Director Stacey Lambert credits a welcoming environment for their repeated return to Rockford. "This event has such a wonderful spirit. It is a very positive and uplifting experience. Everyone is so supportive of the bowlers – the people at Cherry Bowl who work the event, the surrounding schools and the entire community. It makes this a very special experience for these girls."

Cherry Bowl Lanes will serve as the host facility for the event – a role it's held since 1993. Cherry Bowl is one of only four venues to have ever hosted the Girls State Finals.

RACVB sales staff worked closely with Cherry Bowl Lanes and other industry partners to help keep this event in the Rockford Region. Staff is now working with event organizers to coordinate housing and manage preparations for the group.

"Having served as the host community of this event for 19 years, the Girls Bowling State Finals have become part of Rockford tradition, and we're glad to see them coming back. State tournaments like this are important to the Rockford Region; they bring money to area businesses, and support job retention and creation. And, to boot, they provide our region an opportunity to showcase the wonderful venues and attractions located here," said RACVB President/CEO John Groh.

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](http://www.gorockford.com)

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### **FOR MORE INFORMATION:**

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