

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Names New Sports Sales Manager *Lindsay Arellano to Tackle Sports Events*

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau announces the promotion of Lindsay Arellano to Sports Sales Manager. Arellano will work to retain current sports tournaments and draw new events to the Rockford Region.

Sporting events make up more than 80% of the RACVB's group business. In fiscal year 2010, they filled nearly 58,000 hotel room nights and brought an estimated 200,000 players, coaches and fans to the Rockford Region. This generated approximately \$10.5 million for area businesses.

Sporting events that have recently visited the Rockford Region include:

- North American Fastpitch Association
- Illinois Kids Wrestling Federation
- Bison Sporting Events, LLC
- Game Day U.S.A.
- Illinois Youth Soccer
- Metal Mayhem Demolition Derby
- Rockford Raptors & Dactyls Soccer Club
- Team Exposure
- Northern Illinois Soccer League
- National Soccer Ranking Region II
- Triple Crown Sports
- United States Specialty Sports Association

Arellano has been with RACVB since 2001, when she began as a sales assistant. She expanded her role within the department managing the Motorcoach market and various elements of the Groups market. In 2005 she added the international market to her responsibilities and also began targeting non-traditional sports. This new move will allow her to focus solely on sporting events.

"The Rockford Region is a fantastic area for sporting events," said Arellano. "We have high quality sports facilities, great accommodations and outstanding attractions to occupy time between events. More importantly we have community partners willing to work together to exceed the expectations of tournament organizers and ensure a wonderful experience for everyone involved. That's why I'm so excited to represent our community to tournament organizers."

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. 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.

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FOR MORE INFORMATION:

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