

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Luck of the Irish with RACVB as Irish Dance Competition Comes to Region for First Time *Event to Generate an Estimated \$100,000 for Area Businesses*

FOR IMMEDIATE RELEASE

March 1, 2011

ROCKFORD, IL — Irish dancers will kick it up in the Rockford Region during a first-for-Rockford competition this fall. The Rockford Area Convention & Visitors Bureau announced today the region will host the Rock River Valley Feis (pronounced Fesh) on September 10, 2011. The event, formerly called the Iowa State Feis, was outgrowing its home in Dubuque, Iowa and organizers began to look for a new location. Their search led them to Rockford.

This is the first time the Rockford Region will host a competition like this. The Feis will draw participants from around the Midwest and other parts of the country, bringing nearly 1,500 dancers, family and friends to the Rockford Region. The competition will include local dancers and performers who have competed on the national and world stage, and will take place at the Indoor Sports Center on East Riverside Blvd., in Loves Park.

The attendees will fill 250 hotel room nights and will also draw hundreds of day travelers. Together, the visitors will generate an estimated \$100,000 for area restaurants, hotel and retail outlets.

"This competition was brought to our attention by community leader Bob Trojan, who was aware of the event and knew it was looking for new location where it could grow," said John Groh, RACVB President/CEO. "By making a phone call to the bureau and connecting us with the McNulty School of Irish Dance, we were able to bring this event to the Rockford Region. There are many other organizations like this one searching for a community to host its meetings or events. If local residents know of an event that could be hosted here, they are invited to give us a call and we'll work with them to bring the event home to Rockford."

The Rock River Valley Feis is a competition open to all dancers, from beginner to championship levels, who take Irish dance lessons through an accredited Irish dance instructor. The event is sanctioned by the North American Feis Commission, an organization whose primary role is to develop and promote Irish culture through dance and music.

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

###

FOR MORE INFORMATION:

Kristina DeCoster, RACVB Director of Public Affairs: 815.489.1664/kdecoaster@gorockford.com