



Where Have the Wisconsin State Troopers Gone?

New Video Depicts WI Troopers Discovering Hotspots in Rockford, IL
While Attempting to Look for Missing Senators

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The hunt for Wisconsin’s 14 missing state senators continues - now a new [Hideaway in Rockford Campaign video](#) from the Rockford Area Convention and Visitors Bureau suggests the State Troopers sent to find them may have gone missing, too. Perhaps they have joined the missing state senators who are hiding out in Rockford.

Following a successful launch of its first Hideaway in Rockford video featuring Cheap Trick guitarist Rick Nielsen talking about Rockford’s hideaway hotspots, Rockford’s tourism bureau continues the story with a cheeky new video. In the follow-up video, the Wisconsin State Troopers are sent to Rockford, IL to look for Wisconsin’s 14 missing State Senators, a known hide-out for the senators. Before long, the troopers find themselves side-tracked.

Fictitious Madison-based TV 19 tracks down the troopers hiding away in Rockford, IL. The Troopers have been spotted splashing around at CoCo Key Water Park, sharing a profound moment at Rockford Art Museum, placing cheese-heads on the 66-million-year old dinosaur Jane at Burpee Museum of Natural History, and more.

“You know, folks tell me it’s easy to lose track of time when they are hiding out in Rockford. And, I know locals often will take a walk through a park or enjoy one of our museums on their lunch hour, but getting totally sidetracked when looking for state senators, that’s a new one,” said John Groh, president/CEO of the Rockford Area Convention & Visitors Bureau (RACVB). “I’m glad Madison’s TV 19 was able to track down the troopers, and caught it all on tape.”

In late February, the RACVB launched a [Hideaway in Rockford](#) campaign, a cheeky promotion showcasing the city as a travel destination for state legislators and leisure visitors alike. With more than 90,000 views since being uploaded to the RACVB’s YouTube channel, www.youtube.com/gorockfordregion, the original video is being called a runaway success.

Along with the videos, the campaign highlights the Rockford region’s “hideaway hotspots” and special “runaway rates” and deals at local hotels, attractions and restaurants. Additionally, the City of Rockford has volunteered to come to the aid of Wisconsin senators and Governor Scott Walker as the ideal location for a much-anticipated “Border Summit” negotiation session. Rockford’s location between Madison and Chicago make it the perfect ‘middle ground,’ something that has eluded Wisconsin lawmakers of late.

Where do you hideout in Rockford and Illinois? Log on to www.hideawayinrockford.com to learn more about Rockford's great deals and to post about your favorite hotspot.

Folks have been hiding away in Rockford, Illinois' third largest city, for decades. Located about 15 minutes south of the Wisconsin border and 60 minutes west of Chicago's O'Hare Airport, Rockford is an easy place to getaway to.

The Rockford Area Convention & Visitors Bureau is a private, non-profit champion that seeks to grow the economy by encouraging folks to spend their money in the Rockford region and leave with great memories. www.gorockford.com.

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FOR MORE INFORMATION: Kylie Crull, PR Etc., Inc.: 815.489.3956, kcrull@pretc.net