

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford BMX Track Featured in National Magazine

Track to host competition generating \$200,000 for area businesses.

FOR IMMEDIATE RELEASE

March 31, 2011

ROCKFORD, IL — The Rockford Region's reputation as a top sports destination expands further with the first edition of the new BMX magazine, *Pull*. The new publication honored Rockford's BMX facility at Searls Park as its first featured track, including a front cover mention.

ABA staff touts the track's national reputation by stating "This is Rockford BMX in Rockford, Illinois – although there's no sense throwing in the state part, it's like adding 'Earth' to an address. It's simply Rockford – or the Rock."

The track has become one of the American Bicycle Association's premier BMX race facilities. Jake and Candy Karau have managed the track since 1984 and are also featured in the article. The pair has worked with RACVB to bring more than 30 events to the Rockford Park District facility since 1999, including the Midwest Nationals each June.

"Having a Rockford asset featured in a national sports magazine like this one further raises Rockford's standing in the Sports events community," said Lindsay Arellano, Sports Sales Manager. "It will encourage other event planners to ask about our region and our facilities, increasing potential new business for our community."

The Midwest Nationals features World Championship BMX bike competitors from all over the country racing for points and prize money. It also includes amateurs of all age groups and divisions. It draws an estimated 2,000 competitors, family and fans.

This year's event takes place June 17-19. It will fill more than 1,000 hotel room nights and generate an estimated \$200,000 for area businesses. In addition to coordinating hotel rooms, RACVB will host an information table, provide welcome bags for V.I.P. guests and assist with opening ceremonies.

In conjunction with the event, the traveling Annual Vintage BMX Museum will be on display. The museum draws hundreds of people from across the U.S. and Canada.

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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