

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB and Rockford's Sports Reputation Help Organization Increase # of Tournaments *20 events to generate nearly \$1.5 million for local businesses*

FOR IMMEDIATE RELEASE

March 23, 2011

ROCKFORD, IL — The Rockford Region's reputation as a top sports destination, and assistance from the Rockford Area Convention & Visitors Bureau, has enabled Bison Sporting Events, LLC to expand its 2011 tournament lineup to a total of 20, up from four in 2009.

The softball and baseball tournaments will run nearly every weekend from April through September. In all, they will bring an anticipated 27,550 players, coaches and fans to the region and generate an estimated \$1.5 million for the local economy.

"Word-of-mouth is a big part of the tournament growth," said Bison Sports owner Kelly Robison. "When athletes come to Rockford they play on well-maintained, quality fields and the community makes the players feel welcome. They have a wonderful time and share their experiences with others. Their referrals carry a lot of weight for other teams and players."

In 2009 Bison Sporting Events, LLC held four tournaments in the Rockford Region. The success of those events led the organization to increase the number of tournaments to 14 last year. In addition to Sportscore One and Harlem Community Center, this year's lineup has tournaments taking place at venues including Marinelli Field, Rock Valley College and Rockford Christian School.

RACVB works with Bison Sporting Events to secure housing for visitors, assist with securing venues, welcome coaches and teams and provide media relations services.

"This expansion by Bison Sporting Events is a great success story. It's a win/win for everyone," said RACVB President/CEO John Groh. "Every business owners knows their current customers are their best investment. When we can work with an existing customer and ensure their tournaments and events are successful, it enables them grow. That means they can increase the number of events and future attendance, bringing more visitors and greater economic impact to the Rockford Region."

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2011 Bison Sporting Event Tournaments

(indicates new tournament)*

- Early Bird Bash – April 2-3
- Spring Tournament – April 9-10
- Pre-Season Tournament – April 16-17
- May Day Classic – April 30 – May 1
- *Who's Your Mommy Round Robin – May 7
- *Midwest Mayhem – May 14-15
- May Mania – May 21-22
- John Maitland Memorial – June 4-5
- June Boom – June 11-12
- Global World Series Qualifier & Showcase Tournament – June 18-19
- *Summer Smash – July 9-10
- *Bison Bonanza – July 16-17
- *July Jam – July 23-24
- *Mid-Summer Classic – July 30-31
- Summer Send-Off – August 13-14
- Wood Bat Series I – August 20-21
- Wood Bat Series II – August 27-28
- Wood Bat Series III – September 10-11
- Wood Bat Series IV – September 17-18
- Wood Bat Series V – September 24-25

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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