

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **RACVB Summer Campaign to Encourage Residents and Visitors to “Hideaway” in Rockford Region**

### ***National Tourism & Travel Week Kicks Off in a “Giant” Way with Special Deals Promoting Region’s Attractions***

**May 10, 2011 (Rockford, IL)**—The Rockford Area Convention & Visitors Bureau (RACVB) launches its summer consumer campaign in a giant way – focusing on *oversized* fun, *huge* savings and *enormous* convenience. The organization announced details today of its summer “Hideaway in Rockford” campaign that will target and attract additional leisure travelers to the region, as well as inspire residents to escape the everyday world into the myriad of opportunities in their own community.

Playing off the RACVB’s highly successful viral Hideaway in Rockford campaign earlier this year, the new effort features themed weekends that include exclusive specials to the region’s attractions, restaurants and accommodations. The campaign specials will be promoted on RACVB’s website – [gorockford.com](http://gorockford.com) – as well as its Hideaway website – [hideawayinrockford.com](http://hideawayinrockford.com), through email blasts and via its social media activities, including Facebook, Twitter and via text messages.

The campaign is being launched during the RACVB’s week-long celebration of National Tourism & Travel Week, which highlights the economic impact of the nation’s travel industry. Locally, visitors support nearly 3,000 jobs in the Rockford Region and generate an estimated \$300 million for area restaurants, hotels and other businesses.

“This week is an opportune time to kick off our Hideaway weekend series. Our goal is to bring more visitors to Rockford and our region,” said RACVB President and CEO John Groh. “Whether you’re a first-time visitor or have lived in Rockford your whole life, the themed weekends bring an added level of convenience to help folks plan their weekend and discover all the plentiful attractions and activities in Rockford.”

The campaign launches with giant-themed promotions and specials to wrap up the Giants: African Dinosaur exhibit’s final days at the Burpee Museum of Natural History. Along with visiting the Giants exhibit, the campaign highlights several other attractions in Rockford where guests can have a “giant” experience. Specials include:

#### **STAY**

- Stay and play with a Clock Tower Resort and CoCo Key Water Resort package, one of the state’s largest indoor water parks. Book a Saturday night CoCo Key Water Park Package and add Friday night for just \$60 more, a savings of more than 50 percent. This special is available through May 28<sup>th</sup>.

- Spread out in Rockford's largest non-suite hotel rooms at the Holiday Inn of Rockford. This special includes the discounted rate of \$79.95 per room plus tax through Memorial Day (May 30<sup>th</sup>).
- Double your fun and food with Alpine Inn's apartment suites and a meal at Michaels Restaurant. A \$100 gift certificate will include a giant lunch or dinner at Michaels and a one-night stay at Alpine Inn through May 31<sup>st</sup>.

#### PLAY

- Visit the giant sock monkey, Nelson, at Midway Village Museum. With paid admission and mention of "Hideaway," visitors receive a free miniature sock monkey. Available until May 27 or while supplies last.
- Visit the Symbol, Rockford's biggest sculpture along the east bank of the Rock River. The 30-ton structure pays homage to Rockford's industrial metal-bending factories.
- Take a swing at Atwood Homestead Golf Course which is the home to the region's longest par 5 hole (hole 13) – 612 yards. Buy nine holes but play all 18 on weekdays through May 31<sup>st</sup>.
- Take in Rockford's largest visitors to-date at the Burpee Museum's Giants: African Dinosaur exhibit with a two-for-one entrance through May 15<sup>th</sup>.

#### EAT

- Dine at the Scoreboard Lounge, located inside the Holiday Inn, to enjoy the monstrous one-pound Big Bob Burger and a 22 oz. Big Beer for \$7.99, regularly \$12.99 through Memorial Day (May 30<sup>th</sup>).
- Take a bite out of a cookie that even the oversized Cookie Monster would find filling with one of the area's largest cookies at Benson Stone's Hearth Rock Café. From now through the end of May, in honor of Hearth Rock's 10-year anniversary, these large 5-inch cookies will be on sale for only \$1 (regularly \$1.75).
- Try the Super-Sized Unusual, the world's largest and only granita dessert with ice cream, at Zammutos for a 10 percent discount through Sunday, May 15<sup>th</sup>.
- Save your appetite for the Hilton Garden Inn's "Martian Club" sandwich which includes 3.6 lbs of smoked turkey, Canadian bacon, bacon, ham and pepperoni, avocado, lettuce, tomato, banana peppers, Pepper Jack, Parmesan, Provolone and Golden Jack cheese and a chipotle mayo on pesto focaccia bread – and served with 1.4 lbs of French fries. Cost for the out-of-this world club is \$19.95 (regularly \$26.99) and will be available on an ongoing basis.

Individuals must mention "Hideaway in Rockford" to receive the exclusive deals. Additional themed weekends are planned for the rest of the summer and will be announced every two weeks.

Weekend specials and details are emailed to the RACVB's database. To sign up for the email, visit [www.gorockford.com](http://www.gorockford.com) and click on "E-News Signup."

*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](http://www.gorockford.com).*

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