

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



2,000 H.O.G. Riders to Ride the Rumble to Rockford Economic Impact Estimated at \$600,000

FOR IMMEDIATE RELEASE

June 6, 2011

ROCKFORD, IL — From road trips to road tricks, Harley-Davidson riders will find fun in the Rockford and Woodstock Region. Nearly 2,000 Harley-Davidson owners and fans will attend the 2011 Illinois Harley Owners Group (H.O.G.) Rally this weekend, June 9 – 12, 2011.

Attendees from as far away as Florida will "Ride The Rumble To Rockford", filling an estimated 3,300 hotel room nights and generating approximately \$600,000 for area hotels, restaurants and retail outlets. This is the first time the event will take place in Rockford or northern Illinois.

Riders can polish their bikes 'til they shine at a H.O.G. wash, hit the road on one of the several toured and self-guided rides and wrap up with an evening full of entertainment. Scheduled events include the world's largest H.O.G. Friday Fish Fry, live music with the Dirty Fish Net Stockings, field games, tattoo contests and waterpark fun. Riders will also be encouraged to visit Rockford's Kegel Harley-Davidson, the oldest family-owned Harley dealership, and Woodstock Harley Davidson.

"This rally provides our community with incredible exposure," said RACVB President/CEO John Groh. "We not only gain visitors for the weekend, this event further establishes the Rockford Region as a destination for motorcycle riders. H.O.G. members and fans will get the chance to explore the scenic rides around Rockford and Woodstock and see what makes this community great. We hope they'll be back with friends and family, or possibly even a future rally."

The Rockford Region beat out Danville to serve as home for this year's rally. The RACVB worked with the Clock Tower Resort, Rock River of Northern Illinois and McHenry County H.O.G. Chapters, and dealers to put together a comprehensive bid for the rally that showcased the best of the region. Organizers selected Rockford because of the variety of guided and self-guided rides available throughout northern Illinois and southern Wisconsin, the diverse entertainment and recreation options available, and the quality of the hotel facilities.

The Best Western Clock Tower Resort and Conference Center serves as the host hotel for this event.

"This rally is an unbelievable opportunity for our region. Not only will the Clock Tower benefit, but an event this size will have an influence all on all our hotels." said Clock Tower General Manager and H.O.G Rally Coordinator Dwight Hopfauf.

Here's a look at some of the activities taking place during the rally weekend:

Steel Beams from Twin Towers on Display

Friday and Saturday, all day

Clock Tower Resort & Conference Center

Steel beams from the fallen twin towers in New York City will be on display at the rally. The beams are part of the 9/11 Emergency Responders Memorial to be built in Rockford. Photo opportunities with the steel beams will be available for riders and their motorcycles with donation to the 9/11 First Responders Memorial Fund.

Ride the Rock Guided Bike Tour

Friday and Saturday, 9 a.m.

Depart Clock Tower Resort & Conference Center

Follow local H.O.G. road captains on a 70-mile scenic ride with spectacular views of Northern Illinois. Rides depart Friday and Saturday at half-hour intervals, starting at 9 a.m. Last ride out at 12:30 p.m. each day.

-MORE-

Self-Guided Tours

Friday and Saturday

Depart Clock Tower Resort & Conference Center

Sock Monkey Search: Riders will enjoy a scavenger hunt on wheels during the Sock Monkey search. Five special Harley Sock Monkeys have been "hidden" in plain sight along this 70-80 mile ride. Participants must remain observant and find answers to clues. Those with all the correct answers will receive a ticket for the prize drawing!

Veterans Military Observation Ride: Participants will travel around the Rockford area visiting memorial sites in honor of our nation's veterans. Expect to visit with veterans at selected locations. Also, receive clues and answer questions for a chance to win the prize drawing!

Friday Night Fish Fry & Entertainment (Open to the Public)

Friday, 4 p.m. – midnight

Clock Tower Resort & Conference Center

H.O.G. members will wrap up the day's events with a Friday night Fish Fry from 4 – 9 p.m. at the Clock Tower Resort & Conference Center. The cost is \$12 at the door. Afterwards, head inside to the Wallingford Ballroom to continue the festivities and enjoy the rockabilly sounds of Rockford's RAMI award-winning band Dirty Fishnet Stockings. The band will perform from 8 p.m. – midnight. Both events are open to the public.

Ladies Breakfast

Saturday, 7 – 9 a.m.

Clock Tower Resort & Conference Center

Harley riders aren't just men! Ladies will enjoy a relaxing breakfast Saturday morning with fellow Ladies of Harley during a program with inspirational tales and stories from one woman's amazing Harley journeys. The cost is \$9.

Precision Riding

Saturday, 2 – 3 p.m.

Clock Tower Resort & Conference Center

This is the ultimate in skills riding! Come out and watch the motorcycle skills demonstration by the Woodstock Harley-Davidson Precision Riding Team. The team is made up of instructors from the Woodstock Harley-Davidson Riding School. After the demonstration the team will be available for questions.

Bike Olympics

Saturday, 3 – 5 p.m.

Clock Tower Resort & Conference Center

Precision riding gives way to zany antics at the bike Olympics field events. Riders put their skills to the test with Road Kill Clean-up, Soda Straw Drop, balloon toss and more.

Visit www.ilstatehogrally.com for a complete list of activities and events.

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 Public Affairs Director: 815.489.1664/kdecoster@gorockford.com