

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford's BMX Tournament Named as Finalist For World's Best Sporting Event *Cast your vote online by August 15*

FOR IMMEDIATE RELEASE

July 18, 2011

ROCKFORD, IL — The 2011 American Bicycle Association's (ABA) Midwest BMX Nationals competition, held in Rockford, could be named as the best single amateur sporting event in the world by *SportsTravel Magazine* – but it needs your vote, and it must be cast by August 15.

The BMX competition is one of the final nominees in *SportsTravel Magazine's* 2011 Sports Travel Awards – the leading peer-based awards program in the sporting events industry.

The program allows web users to select the best events at the amateur, collegiate and professional levels by going to www.SportsTravelMagazine.com and clicking on the "Vote Now" button. Voting closes at midnight on August 15.

Midwest Nationals took place in Rockford on June 17-19 and brought together more than 1,000 professional and amateur racers to compete for national rankings on one of the best bicycle motocross tracks in the country. This was the 24th consecutive year the event was held in the Rockford Region. Nearly 5,000 racers and fans attend the competition, generating an estimated \$280,000 for area restaurants and businesses.

The 2011 Sports Travel Awards will be presented at the TEAMS '11 Conference and Expo, the leading sporting events trade show, taking place in Las Vegas on October 3-6.

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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