

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Welcomes Prestigious U.S. Youth Soccer Region II ODP Boys' Camps

ODP Boys and Girls Tournaments also take place this weekend

FOR IMMEDIATE RELEASE

July 12, 2012

ROCKFORD, IL — The Rockford Region scored two high-profile U.S. Youth Soccer Region II Olympic Development Program (ODP) events. Both events take place this month generating nearly \$1.5 million for area hotel, restaurants and retail outlets.

Region II ODP Boys' Camps

After a two-year absence, Rockford welcomes back the Region II ODP Boys' Camps. The program, which is intended to identify future Olympic and college-level athletes, was drawn away from Rockford to a new, world-class soccer facility in Overland Park, Kan. in 2010 and 2011. Organizers are returning the camp to Rockford for 2012 and 2013 because of region's many offerings, commitment to customer service and location, among other reasons.

The camps began last week, running from July 5-21, 2012 at Sportscore II. They draw 1,900 players and coaches to the area from 13 Midwestern states and fill an estimated 2,700 hotel room nights. The Boys' Camps produce an estimated \$1.4 million annually for area businesses.

Daily play schedules for the camps can be found on the [Region II US Youth Soccer website](#).

2012 ODP Region II Boys and Girls Tournaments

In addition to the month long ODP Boys' Camps, the 2012 ODP Region II Boys and Girls Tournaments will take place in Rockford this weekend, July 13-15. The tournaments will fill an estimated 400 hotel room nights and generate approximately \$72,000 for the local economy.

Tournament play will begin at 4 p.m. on Friday at Sportscore II and continue through the championship matches taking place at noon on Sunday. [Click here](#) for a complete tournament schedule.

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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