

FAST FACTS

Rockford Area Convention & Visitors Bureau



NAFA World Series Softball Games Draw Thousands of Visitors to Region

Tournaments to generate an estimated \$600,000 for area businesses.

FOR IMMEDIATE RELEASE

August 7, 2011

What: Thousands of softball players and fans will descend on the Rockford Region over the next two weekends for the North American Fastpitch Association (NAFA) World Series games. More than 130 teams from throughout the United States and Canada will compete in the tournaments. Among the tournaments taking place in Rockford is the AA-Major Division. This is the highest intermediate level of play in the world.

When: Thursday, August 11 – Sunday, August 14: *Men's "AA" Division and "A" Major Division*
Thursday, August 18 – Sunday, August 21: *Men's "A" Division*
Friday, August 19 – Sunday, August 21: *Men's "AA" Major Division and 23-Under Division*

**Games start at 10 a.m.*

Where: **Sportscore One**
100 Elmwood Rd.

Spectators: \$8 per day or \$20 tournament pass

Why: The World Series events will bring approximately 4,500 players, coaches and fans to the Rockford Region. They will spend an estimated \$600,000 at area businesses.

On-site

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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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