

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Bowls a Perfect Game IHSA Votes to Keep Girls Bowling State Finals Here for 5 More Years

FOR IMMEDIATE RELEASE
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ROCKFORD, IL — The Illinois High School Association's (IHSA) Board of Directors has voted to keep its Girls Bowling State Finals in Rockford for another five years, through the 2015-2016 school year. The Rockford Area Convention & Visitors Bureau and Cherry Bowl Lanes developed and submitted the hosting proposal in response to a call for proposals from IHSA. The 2012 tournament will mark Rockford's 20th year in hosting the tournament, and the 40th year of the tournament.

The event, which will take place in February each year, will bring nearly 1,300 people to the Rockford Region annually; including bowlers, coaches, family and friends. These visitors will spend an estimated \$625,000 over the five years at area restaurants, hotels, stores and other businesses during their stay. Twenty-four high school teams and 30 individual bowlers, who are not part of a qualifying team, compete in the tournament each year.

The tournament will be held at the Cherry Bowl Lanes, where the tournament has been held since 1993.

IHSA Executive Director Marty Hickman said, "We are very pleased to be able to continue to hold the Girls Bowling State Finals at Cherry Bowl Lanes in Rockford and appreciate the efforts of both Cherry Bowl and the Rockford Area Convention and Visitors Bureau in submitting this hosting bid. Cherry Bowl has been our gracious host since 1993 and continues to create a tradition that is one of the most unique and vibrant atmospheres of any state tournament we offer. I am glad that another generation of high school bowlers will get to experience the state finals at Cherry Bowl."

RACVB sales staff worked closely with Cherry Bowl Lanes and other industry partners to help keep this event in the Rockford Region. Bureau staff members are now working with event organizers to coordinate housing and manage preparations for the 2012 tournament.

"It is exciting and gratifying to know that IHSA continues to have confidence in our ability to host this important tournament. RACVB and our partners at Cherry Bowl Lanes look forward to hosting this tournament for the 20th consecutive year, said RACVB President/CEO John Groh.

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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