

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## National Waterski Tournament to Make Splash in Rockford Region

***Event to generate an estimated \$1 million for local economy.***

**FOR IMMEDIATE RELEASE**

**December 9, 2011**

**ROCKFORD, IL** — Champion waterskiers will take to the Rock River in 2013 when the Rockford Region hosts the 39<sup>th</sup> Division 1 National Waterski Tournament. The tournament will take place August 8-11, 2013.

The event will draw approximately 14 teams and bring nearly 5,000 competitors, crew, judges and fans. This will generate an estimated \$1 million for local hotels, restaurants and retail outlets.

The Rockford Region last hosted the event in 2009. Ski Broncs Promotion Director Jennifer Pace approached RACVB about bringing the championship event back to the region at the RACVB roundtable discussions in 2010.

“Hosting a national competition creates stronger community awareness for our organization. The Ski Broncs are more likely to gain sponsors and grow community support, which provides the tools and finances needed for our summer performances,” says Pace. “The competition will also bring thousands of people into our community, which will benefit local businesses.”

“This is an example of how opening the doors and holding discussions can have significant impact on our community. Jennifer reached out to us regarding this event and we were able to work with her to make it happen. Sometimes all it takes is one person with an idea and we can help connect the dots,” said RACVB President/CEO John Groh

The Ski Broncs worked with RACVB, the Rockford Park District, the City of Loves Park and other organizations to help find the funding needed to strengthen the team and host the regional competition this past summer. This allowed the team to prove their ability to host a competition and put the organization in a position to be able to bid on the national event.

“The Rockford Park District is thrilled to be the host site for the 2013 Nationals at Shorewood Park in Loves Park,” said Rockford Park District Executive Director Tim Dimke. “This location includes a large amount of seating for thousands of spectators, a big stage, and a large dock which are all major factors guiding the decision process of tournament leaders. Through hosting this national competition, there will be significant economic impact because of teams staying in hotels, eating at local restaurants, and shopping.”

*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](http://www.gorockford.com)*

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### **FOR MORE INFORMATION:**

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