

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Hires New Marketing Manager ***Bridget French brings experience, enthusiasm to team***

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau has hired Bridget French as marketing manager. French will work to market the region to leisure travelers, manage the organization's social media campaigns and provide advertising support for the sales team.

"Bridget has the energy and experience to manage RACVB's traditional marketing and the technology skills needed to oversee website and new media projects. This will ensure our organization remains on the forefront of the rapidly changing marketing realm," said RACVB Vice President Monica Krysztopa.

French previously worked as the marketing manager for William Charles Real Estate where she was responsible for the development, creation and implementation of all marketing materials. She's actively involved in Next Rockford where she serves as the co-chair of the education committee and writes for the organization's www.rrstar.com blog. She also holds the position of Vice Chair for Alignment Rockford's K-5 Working Committee.

"Rockford is my hometown, and I'm a boomeranger who returned after college. I've been actively involved in the community and am excited about the opportunity to help the RACVB as it works to strengthen the local economy by growing the tourism industry," said French.

French received her Bachelor of Arts and Sciences from Illinois State University where she majored in English.

Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit www.gorockford.com. 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.

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FOR MORE INFORMATION:

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