

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Receives Two Awards for Excellence in the Sports Market

IMMEDIATE RELEASE

January 19, 2012

**ROCKFORD, IL** — The Rockford Area Convention & Visitors Bureau was recognized by two separate organizations for its efforts in the sports events market. RACVB was named a *SportsEvents* Media Group's "2012 Readers' Choice Award" winner and received the 2011 United States Specialty Sports Association (USSSA) World Series Appreciation Award.

### USSSA Award

RACVB was recognized by USSSA for its work with the organization's 2011 World Series events. In addition to working with partners to arrange facilities, banquet locations and hotel rooms, RACVB provided assistance planning a talent show for players, coordinating a breakfast for moms, creating a breakfast program and presenting gift bags with items from local businesses.

The two World Series events that took place in July 2012 brought more than 2,600 players, fans and coaches to the Rockford Region and generated nearly \$500,000 for area businesses.

The award was presented during the USSSA State Directors meeting at the Radisson Hotel on January 8. The Rockford Park District was also honored for their efforts.

### SportsEvents Award

For the third time, RACVB has been named a *SportsEvents* Media Group's "2012 Readers' Choice Award" winner. The awards recognize outstanding sports destinations, venues and professionals.

The winners, which appear in the January 2012 issue of *SportsEvents* Magazine, were nominated by readers and industry peers.

"These award winners have proven they are willing to go above and beyond the normal service levels expected by providing both the physical attributes and commitment to hospitality and service that today's discriminating sports event planners demand," said Kristen McIntosh, *SportsEvents* editor.

Here's a look at some of the events the region hosted recently:

- Illinois Kids Wrestling Federation Championship
- BMX Midwest Nationals
- North American Fastpitch Association World Series
- USSSA World Series
- Bison Sporting Event, LLC Tournaments
- Illinois Youth Soccer State Cup 2011
- Game Day USA Tournaments
- IHSA Girls State Tournament

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“RACVB is honored to be recognized by USSSA and named a ‘2012 Readers’ Choice Award’ winner,” said John Groh, RACVB president/CEO. “Amateur sports tournaments are a critical part of our visitor industry and provide more than \$15 million annually to our local economy. We have great facilities and wonderful working relationships with our partners, allowing us to meet and exceed the demands of this highly competitive market. Being nominated and honored by our customers shows they recognize our commitment to them and their events.”

*RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism. [www.gorockford.com](http://www.gorockford.com)*

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