

RACVB Teams Up with Rockford College to Launch Online Radio Show

IMMEDIATE RELEASE

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ROCKFORD, IL — It's a great day in the Rockford Region, and the Rockford Area Convention & Visitors Bureau wants to make sure you enjoy it. RACVB recently partnered with Rockford College to create an online radio program promoting all the great things to do in the Rockford Region.

The program is hosted by RACVB Vice President Monica Krysztopa and Marketing Manager Bridget French. The show, entitled "It's a Great Day in Rockford with Monica and Bridget," takes place every Thursday from noon – 1 p.m. Each week it features a Rockford original restaurant, a local site or attraction, specials offered by the featured guests and conversation about things to do in the Rockford Region.

"The Rockford Region has so many unique things to do and this provides a wonderful forum to let both local residents and visitors know what's available," said Vice President Monica Krysztopa. "The Rockford region boasts 250 restaurants and just about 100 museums, sites and attractions for everyone to enjoy. This gives us plenty of opportunity to highlight and showcase on our pod cast the best Rockford has to offer."

As part of the radio program, Monica and Bridget are holding a contest for local students to create a jingle to be broadcast at the beginning of each show. Participants must be between the ages of 10-21 and fill out the registration form, which can be found on www.gorockford.com. The contest runs through April 27, 2012.

You can listen live by logging onto www.live365.com or clicking the link located on our website at www.gorockford.com. You can also catch previous podcasts available on our website.

***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*

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