

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **Three Big Events to Return to Rockford Region in 2013** *Events to generate nearly \$3 million for local businesses*

**FOR IMMEDIATE RELEASE**

**December 6, 2012**

**ROCKFORD, IL** — Three big sporting events have committed to return to the Rockford region in 2013. Soccer's Puma Cup, Illinois Youth Soccer Association (IYSA) state cup tournaments and BMX Midwest Nationals. Jointly, these events will generate an estimated \$3 million dollars for the local economy.

"We recognize these event organizers have other options and some communities will provide them with newer facilities and fields. That's why RACVB and its industry partners strive to exceed expectations when it comes to customer service," said RACVB President/CEO John Groh. "We are committed to ensuring the success of these events and rolling out the red carpet for their participants and their fans. We want to guarantee they continue to choose the Rockford region as their host community and we maintain our long-standing relationships with these event organizers."

### **Puma Cup**

Puma Cup, hosted by the Rockford Raptors, has agreed to return to the region for the 11th consecutive year and cites the customer service provided by RACVB and its partners as one of the primary reasons.

"The RACVB does a great job working hand-in-hand with the Rockford Raptors to ensure our tournaments remain some of the best in the Midwest. We are also fortunate to have the Rockford Park District and their staff to provide us with some of the best soccer fields in the Midwest," said tournament organizer Frank Matheus.

The Puma College Showcase for boys and girls U13-19 takes place April 5-7. The Puma Champions Cup for youth U8-14 takes place April 12-14. The two weekends combined will fill more than 6,400 hotel room nights and generate an estimated \$1.2 million for the local economy.

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**Illinois Youth Soccer Association**

The Illinois Youth Soccer Association (IYSA) has booked six state cup tournaments for May and June 2013. IYSA has been bringing soccer tournaments to the Rockford region since the early 1990s. The boys and girls youth tournaments will fill a total of 7,800 hotel room nights and generate an estimated \$1.4 million for the local economy. The tournaments will take place:

- May 4 – 5, 2013
- May 11 – 12, 2013
- May 18 – 19, 2013
- June 1 – June 2, 2013
- June 8 – 9, 2013
- June 15 – 16, 2013

**BMX Midwest Nationals**

More than 1,000 professional and amateur racers will compete for national rankings on one of the best bicycle motocross tracks in the country when Rockford BMX hosts the 2013 American Bicycle Association (ABA) Midwest Nationals June 20 – 23, 2013. This event has been returning to the Rockford region's Searls Park BMX track for more than 25 years.

The ABA Midwest Nationals brings approximately 6,000 racers and fans to the region. They fill approximately 1,970 hotel room nights and generate an estimated \$354,420 for area restaurants and businesses. AA pros from all over the world attend.

*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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**FOR MORE INFORMATION:**

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