

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Names New Director of Sales & Service

FOR IMMEDIATE RELEASE

April 1, 2013

ROCKFORD, IL—The Rockford Area Convention & Visitors Bureau (RACVB) announces the promotion of Lindsay Arellano to director of sales and service. In this role, Arellano will oversee the RACVB's sales and service teams as well as continue to work with key sports events clients primarily in the soccer, softball and baseball markets.

Arellano has worked at the RACVB for 12 years, serving in a variety of roles including her most recent position as senior sports sales manager where she was responsible for retaining current sports tournaments and drawing new events to the Rockford Region. As a result of her experience and knowledge of the sports events industry, Arellano was recognized with the Certified Sports Event Executive (CSEE) designation from the National Association of Sports Commissioners (NACS) in 2012.

"Lindsay has a keen grasp on our business and has great relationships with our customers and stakeholders," said RACVB President/CEO John Groh. "The tournaments and events Lindsay attracts to and retains for the Rockford Region generate millions of dollars for our community every year. She is a tremendously valuable asset to our team and community. I know she will do phenomenal job leading our sales efforts and ensuring our visitors are provided excellent customer service."

"I look forward to expanding my role to lead the sales and service teams in attracting and retaining new events in the Rockford Region. With our quality facilities and strong partnerships, we have one of the top sports markets in the country and have some exciting growth opportunities through the Reclaiming First initiative," said Arellano. "In addition, we are also successfully tapping into the niche events marketplace, giving us the opportunity to produce an even greater economic impact from tourism."

***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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