

Rockford Region Prepares for First Local Lacrosse Tournament

Three Thousand Visitors Expected this Weekend

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Region scores big this weekend as it prepares for the first [Rock River Cup](#), organized by NXTsports. The national boys lacrosse tournament, featuring youth and high school divisions, will take place June 15 – 16 at Sportscore Two. The tournament will draw more than 3,000 players, coaches and fans to the region.

The Rockford Area Convention & Visitors Bureau announced the region's first lacrosse tournament last fall. The new sport tournament helps strengthen the Rockford region's position as a leading sports destination. The visitors will fill an estimated 3,250 hotel room nights and spend an estimated \$585,000 during their stay.

"We were thrilled to be selected as the host city for this tournament because it shows the diversity in our facilities' capabilities," said RACVB President/CEO John Groh. "RACVB is fortunate to have great partners in the Rockford Park District's Sportscore Two and our local hotels that enable us to attract events like the Rock River Cup."

Bringing the Rock River Cup to Rockford has been nearly two years in the making. The RACVB sales team first connected with NXTsports at the TEAMS sports tradeshow in the fall of 2011. Staff invited event organizers to tour the region's sports venues in April 2012.

"At NXTsports, we pride ourselves on hosting events that exceed expectations, and a big part of that expectation is choosing elite venues," said Andy Hayes, President and CEO of NXTsports. "After a site visit to the Sportscore Two Complex, it was apparent that this venue fit our criteria. In addition to award winning facilities, Rockford itself offers a unique and accessible location, as well as a myriad of activities for visiting teams and families to experience over the weekend."

Not only will the teams experience the top-notch amenities of Sportscore Two, but because of NXTsports family-friendly tournament scheduling Rockford will get to show off its numerous assets as visitors have time to explore all that the Rock River region has to offer.

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Tournament Information: The Rock River Cup Lacrosse Tournament will take place at Sportscore II on Saturday, June 15 and Sunday, June 16. On Saturday games take place at 9:00 a.m., 10:00 a.m., 11:00 a.m., 12:00 p.m., 1:00p.m., 2:00 p.m., and 3:00 p.m. On Sunday, games take place at 8:00 a.m., 9:00 a.m., 10:00 a.m., 11:00 a.m., 12:00 p.m., 1:00 p.m., and 2:00 p.m. For more information, visit www.iamnxt.com.

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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