

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Batter Up! Senior Softball World Championship Swings into Rockford Region

First-time Tournament is Big Win for Rockford

FOR IMMEDIATE RELEASE

August 6, 2013

Rockford, IL – It's a grand slam for Rockford this weekend as the region hosts its first-ever International Senior Softball Association (ISSA) World Championship tournament for the Central region. The tournament will take place August 9-11 at the Sportscore One, located at 1288 Elmwood Road in Rockford. The championship tournament expects to draw 16 teams from across the Midwest, bringing in an estimated \$135,000 in economic activity for the area.

"Our region continues to have great success in the sports tourism market. We are committed to hosting a great tournament for senior players and hope to continue this partnership for years to come," said John Groh, president and CEO of the Rockford Area Convention & Visitors Bureau. "We are excited the ISSA chose Rockford as the location for its central region world championship – this speaks directly to the caliber of facilities we have here in our region."

The ISSA World Championship tournament is for players over the age of 50. The tournament has been held in Manassas, Virginia for the past 19 years. Over the years it grew in popularity and became so large that organizers decided to add a second location.

"This is the first year we've split the tournament into two regions," said Greg Thomas, deputy executive director, ISSA. "We were looking for a great community partner and beautiful facilities to host our central region tournament. We believe we have found that in Rockford and are looking forward to an exciting weekend of play and growing this event in the future."

The tournament starts Friday, August 9 at noon. Admission to watch the games is free. An awards ceremony will immediately follow the final game on Sunday afternoon. All participating teams at Rockford will be awarded a berth to the 2014 ISF/ISSA World Tournament of Champions, January 24-26, 2014, in the Tampa Bay region.

For more information and to get a tournament schedule, visit the ISSA website at www.seniorsoftball.org.

About ISSA: The International Senior Softball Association (ISSA) is a not-for-profit corporation organized in 1994 by experienced softball administrators to provide the senior players a voice in the sport and the opportunity to participate in and experience the highest quality world-class tournaments. The ISSA is an Allied Member of the Amateur Softball Association of America, the National Governing Body for the sport of softball.

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. www.gorockford.com

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