

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Quidditch Returns to Rockford Bigger than Before

*Rockford Wins Bid to Host IQA Midwest Regional Championship*

**FOR IMMEDIATE RELEASE**

**August 29, 2013**

**Rockford, IL** – The Rockford Area Convention & Visitors Bureau is excited to welcome back Quidditch players and fans from across the Midwest. The International Quidditch Association (IQA) returns to Rockford October 26-27 to host the Midwest Regional Championship at Sportscore Two.

After hosting 10 teams for the inaugural Rock River Invitational in April, Rockford impressed IQA officials to win a bid to host the regional championship, which is expected to be more than twice the size of the previous tournament. Sportscore Two will play host to 25-30 teams while players and families will fill 400 hotel room nights and generate approximately \$73,000 for area businesses.

Quidditch was adapted from the Harry Potter novels in 2005 at Middlebury College in Vermont and is now played at over 300 universities and high schools throughout North America, Australia, and Europe.

"This sport has really taken off and we are thrilled to be a part of the fun," said John Groh, president and CEO of the Rockford Area Convention & Visitors Bureau. "The Rockford Region has a strong reputation as a sports tourism destination because our facilities can accommodate a variety of activities. I'm excited to add the sport of Quidditch to our line-up and hope this is the beginning of a long relationship."

The IQA says it chose Rockford as the location for the Midwest's premiere tournament because local leaders share the organization's passion for and commitment to growing the game.

"With the offer of a central location for all our teams, the high-quality Sportscore Two facility, exceptional connections to local media outlets, as well as many other services at our disposal for the tournament, Rockford was a clear choice to host our event this season," said Luke Zak, Regional Director, International Quidditch Association.

The Midwest Regional Championship includes teams from 12 states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. The teams are vying for a chance to compete at the IQA World Cup in North Myrtle Beach, SC in 2014.

The IQA also announced the Northeast Regional Championship will take place in Rochester, NY and the Western Regional Championship will be held in Tempe, AZ.

[Click here](#) for more information on the International Quidditch Association and the IQA Midwest Regional Championship or visit [www.internationalquidditch.org](http://www.internationalquidditch.org).

*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](http://www.gorockford.com)*

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