

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Community Information Center has Fresh Face *"Rockford Originals" Make Great Holiday Gifts*

FOR IMMEDIATE RELEASE

December 23, 2013

ROCKFORD, IL — The Community Information Center (CIC), run by the Rockford Area Convention & Visitors Bureau (RACVB) staff and volunteers, has been remodeled. The CIC is located inside the Clock Tower Resort at 7801 East State Street, Rockford, IL 61108. The hours of operation, starting January 6th, will be Monday through Friday 5:00 a.m. to 4:00 p.m., Saturday 8:00 a.m. to 12:00 p.m. and closed on Sunday.

Careful planning went into the newly remodeled CIC to ensure ease of accessibility and a more comfortable atmosphere. Large bookcases have been repurposed and converted into hanging brochure racks to open up the space for more souvenirs and merchandise. Guests can enjoy a cup of complimentary coffee while creating a customized Rockford itinerary. The knowledgeable staff and volunteers are able to recommend specific places in the area to shop and dine that are exclusive to Rockford. Bus tickets to and from O'Hare Airport and Downtown Chicago can also be purchased at the CIC. This satellite resource hub gives visitors and locals a better understanding of what the Rockford region has to offer.

Along with a new infrastructure, there is also a wide variety of products made right here in the Rockford area for purchase at the CIC, making great holiday gifts. Snack bags of Mrs. Fisher's and Ole Salty's potato chips along with bags of Jadabug coffee are restocked frequently and fresh daily. With a goal to continue offering original products made locally, the CIC now carries authentic gift items made from Rockford Etsy vendors Candle Crest, The Paper Button, Robayre and 3KDesigns. Rockford-specific souvenirs include pens, leather padfolios, flashlights, sunglasses, post-it note holders, post cards, t-shirts and messenger bags, just to name a few. Although not made in Rockford, "Made in the USA" sock monkeys are also available for sale.

"Lots of improvements have been made to Rockford's Community Information Center. We transformed this space into a comfortable stop when visiting the Rockford region. There are resources available to help you get to know more about Rockford's roots, the people that live here and the fun things to do at our many sites and attractions. Our goal is to ensure your stay far exceeds any expectations and you visit again soon," states RACVB Group Services Manager, Jenny Caiozzo.

For specific information, call 815.209.2495 during regular business hours or visit the website page <http://www.gorockford.com/about-us/cic/>. The CIC is also looking for volunteers: Interested parties should visit the RACVB's website at <http://www.gorockford.com/about-us/job/>.

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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