

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



IESA Golf Expands Into Rockford for First Time *2014 Boys Sectionals Set for Saturday at Aldeen Golf Club*

FOR IMMEDIATE RELEASE
September 4, 2014

ROCKFORD, IL – One of only three sites selected in the state, Aldeen Golf Club in Rockford, IL, will host the 2014 Illinois Elementary School Association (IESA) Boys Golf Sectionals this Saturday, September 6, at 7 a.m. With the continued growth of popularity and participation in middle school golf, the IESA decided this year to expand into sectional play as part of its state series.

"We are extremely excited to host a sectional tournament at Aldeen Golf Club. The enthusiasm for golf in Rockford is contagious and I know it will be a well-run tournament," said Julie Cochran, IESA Assistant Executive Director. "In four short years, the activity of golf has gone from a one-day state contest to a state series for boys. When we began this activity in 2011 we had no idea it would catch on with the membership so quickly. I look forward to the continued growth of junior high golf in the state."

The IESA has tabbed 22 middle schools that may be represented at Aldeen. This Division A site spans the south suburbs through the north suburbs of Chicago, and the entire Rockford area. Local schools include Eisenhower, Flinn, Lincoln, Marshall and RESA. More than 60 golfers are expected for this first-year event, which was awarded to Rockford after the Rockford Area Convention & Visitors Bureau (RACVB) partnered with the Rockford Park District and Rockford Public School District 205 (RPS 205) in submitting a proposal to the IESA.

"The RACVB sales team worked very closely with representatives from the Park District, Aldeen Golf Club and RPS 205 to bring the IESA boys sectionals to Rockford," said John Groh, RACVB President & CEO. "I know our hospitality partners will work hard to ensure the golfers and spectators have a great experience while they visit. I'm confident this will be a great event and hopeful we will continue to host the IESA moving forward."

The IESA's mission is to provide the leadership and framework to ensure safe, equitable opportunities for students who are enriched through participation in education-based interscholastic activities. The organization sponsors 36 state tournament series in 17 activities. Over 750 member schools and more than 150,000 individuals will compete during the coming school year. The IESA is the eighth largest state athletic and activities association in the nation.

For more information about the IESA and boys sectional golf, visit www.iesa.org.

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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FOR MORE INFORMATION:

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