

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



New Event will Paint the (Down)town Green

Fundraising event will benefit Forest City Beautiful, an initiative to enhance downtown Rockford

FOR IMMEDIATE RELEASE

February 18, 2015

Rockford, IL – The Rockford Area Convention & Visitors Bureau will host a new event, Paint the (Down)town Green, as a celebration and fundraiser for its Forest City Beautiful initiative. The event will take place on Friday, March 13 at Anderson Japanese Gardens in Rockford, beginning at 6:30 p.m. SwedishAmerican is the event's presenting sponsor.

The celebration's featured event is an **incredible light show - curated by Luxe Productions - that will illuminate the outdoor gardens**. The event also will feature live music by the **Firelight Dimmers** and food creations by Rockford Country Club's **Chef Brian Jason**. Chicago-based **mixologist Carlos Cuarta** will create two unique cocktails for the evening and perform an interactive cocktail creations show for guests.

The celebration will highlight the FCB initiative that began in summer 2014 to enhance and beautify Rockford's downtown core. RACVB leads the initiative with the help of hundreds of volunteers and a partnership with Rockford Sharefest, the City of Rockford and the Community Foundation of Northern Illinois.

"Surrounded by the beauty of the world-famous Anderson Japanese Gardens, this new event will illuminate the importance of creating vibrant community gathering spaces. As we highlight and celebrate all that was accomplished in 2014, we will raise funds to continue the transformation of civic spaces in downtown Rockford," said RACVB President and CEO John Groh.

The Paint the Downtown Green event will highlight these efforts in a fun and exciting way as the RACVB raises funds for 2015 projects that will beautify downtown with enhanced landscaping, planters, benches and other amenities.

The **In Good Company photography exhibit** featuring local Rockfordians created by Nels Akerlund Photography + Video, will be highlighted at the event as the portraits will be exhibited throughout the night. Several of the IGC portraits will be auctioned as part of the fundraising efforts for the Forest City Beautiful initiative.

Tickets for Paint the (Down)town Green are \$65 each. Tickets can be ordered online at www.gorockford.com/green or RSVP to kpeterston@gorockford.com. For more information, call 815.963.8111.

Forest City Beautiful is supported by RACVB, the City of Rockford, the Community Foundation of Northern Illinois, Rockford Sharefest, Holmstrom & Kennedy P.C., David & Colleen Anderson Family, Reno & Zahm, Illinois Bank and Trust, Coyle-Varland, Urban Equities and Wipfli, LLP.

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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