

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Midwest Bowling Tournament Means Business in the Rockford Region, Begins This Weekend

Seven week tournament will bring \$450,000 to the region

FOR IMMEDIATE RELEASE

May 15, 2015

**ROCKFORD, IL** — The Rockford Region strikes another big win as it welcomes the 2015 Midwest Women's Bowling tournament this weekend.

The tournament will begin with an opening ceremony at 10:30 a.m. this Saturday (May 16) at The Cherry Bowl, 7171 Cherryvale N Blvd., Rockford. The tournament will take place over seven consecutive weekends until June 28 at The Cherry Bowl and Don Carter Lanes, 4007 E. State St., Rockford.

This will be the first time this event has taken place in the Rockford Region, and the third year for the new event, which rotates between Midwestern states. More than 4,000 bowlers are expected to participate in the tournament. Bowlers will come from Indiana, Iowa, Ohio, Michigan, Wisconsin and Illinois. There will also be bowlers participating from all over the country, including Canada. The 2013 tournament was held in Lansing, MI and the 2014 was in South Bend, IN.

"It's a privilege to work with local industry partners who are enthusiastic about bringing new sporting events to Rockford each year," said John Groh, President/CEO of the Rockford Area Convention & Visitors Bureau. "Our region's recognized reputation of being a top sports destination has helped us secure many big wins like the Midwest Women's Bowling Tournament, which we are thrilled to be hosting for the first time this year."

The bowlers and spectators will fill approximately 2,345 hotel/motel room nights while visiting the area over the seven weekends. There will be more than 950 teams competing. Visitors to the tournament are expected to generate an **economic impact of \$450,000 to the region.**

The Rockford USBC Women's Bowling Association is serving as the local coordinator. Spectator admission to the 2015 Women's Midwest Bowling Tournament is free to the public. Standard start times each weekend are 8 a.m., 12 p.m., and 3 p.m. For a full schedule and tournament details visit: [www.midwestwomensbowling.com](http://www.midwestwomensbowling.com).

"It is exciting to fulfill the dreams of ladies from six states in coordinating this tournament that gathers women bowlers from all over the country. It has been our pleasure to work with the RACVB, John Sommer and his staff at The Cherry Bowl and Don Carter Lanes and the Rockford Women's WBA to host this fun event full of high energy in the Rockford area," states President of the Illinois USBC WBA, Betty McCann.

*RACVB exists to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. [gorockford.com](http://gorockford.com)*

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