

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Announces First Booked Event to be held at the Downtown Sports Complex AAU 6th Grade Girls Basketball slated for summer 2018

IMMEDIATE RELEASE
May 20, 2015

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau (RACVB) has confirmed the Amateur Athletic Union (AAU) 6th Grade Girls Basketball National Championships as the first booked event for the new Downtown Sports Complex.

"We are extremely excited to announce the first booked tournament for the Downtown Sports Complex," said RACVB President/CEO John Groh. "Just a month ago we were celebrating the construction tip-off for the building, and now we are celebrating this great win. The momentum continues to build during this exciting time for sports tourism in Rockford."

The tournament, scheduled for mid-summer 2018, is expected to draw 100 teams from throughout the United States, totaling more than 3,500 attendees comprised of athletes, coaches, tournament directors and spectators. Lasting four to five days, the tournament is expected to generate \$750,000 in economic spending. Along with the RACVB, the Rockford Park District and the Rockford Wildcats will help to host the event.

In the award letter to the RACVB, Matt Williams, AAU Girls Basketball Co-Chair stated, "During the bid process, they [RACVB] raised the importance of how hosting the AAU National Championship would positively impact their region."

About AAU

Founded in 1888, the Amateur Athletic Union (AAU) is one of the largest non-profit, volunteer, sports organizations in the United States. The "Sports for All, Forever" philosophy is shared by over 670,000 participants and over 50,000 volunteers. The AAU annually licenses more than 32 sports programs, 250 national championships, and over 30,000 age division events. AAU alumni include LeBron James, Amar'e Stoudemire, Diana Taurasi, Madison Bumgarner and Justin Verlander. A multi-sport organization, the AAU is dedicated exclusively to the development of amateur sports. www.ausports.org

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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FOR MORE INFORMATION:

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