

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Play Ball: A Championship Weekend Slated for the Rockford Region *Bringing Nearly \$430,000 in Economic Impact to the Region*

FOR IMMEDIATE RELEASE

July 29, 2015

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau is pleased to announce a championship weekend for the Rockford Region, where national baseball and softball championships will commence this Friday. The 2015 United States Specialty Sports Association (USSSA) Girls Fastpitch 14U "B" National Championships will be in Rockford from Thursday, July 30 to Sunday, August 2. The American Amateur Baseball Congress (AABC) Willie Mays 10U World Series returns to the Rockford region from Friday, July 31 to Wednesday, August 5. Collectively, participants, coaches and fans visiting the region for the tournaments will spend nearly \$430,000 during their stay.

"As is true on the field, it also takes group participation and effort off the field to set and attain goals. We strive to provide excellent customer service and well-maintained fields and facilities in the Rockford region as we hold our title as a leading destination for amateur sports," said Josh Albrecht, Director of Marketing and Public Affairs for the RACVB. "We are thrilled to host the USSSA Girls Fastpitch 14U "B" National Championships and AABC Willie Mays World Series championship events this weekend. There are no limits to what our community can accomplish by working together as a unified team."

### USSSA (United States Specialty Sports Association) Girls Fastpitch 14U "B" National Championship

**Date:** July 30-August 2

**Opening Ceremonies:** Sportscore One (Diamond #4), July 30 at 9:30 a.m.

**Tournament Location:** Sportscore One

**Attendance:** 29 teams participating that will bring more than 725 athletes and spectators to the Rockford region.

**Economic Impact:** Estimated 1,200 room nights and \$216,000 (Estimated Economic Impact).

**Quote:** "Our partners at the RACVB and Top Pick Sports Productions have worked hard to host a quality National Championship. We will have 29 very competitive teams trying to obtain the National Championship trophy. We have teams representing Iowa, Illinois, Wisconsin, Missouri, Minnesota and Michigan," said Perry "PC" Clark, IL USSSA Fastpitch State Director.

**Tournament Schedule:** <http://ussa.com/fastpitch/TournamentSeedingReport/#/?gdSport=16&TournamentID=1168108>

### American Amateur Baseball Congress (AABC) Willie Mays 10U World Series

**Date:** July 31-August 5

**Opening Ceremonies:** Rockford Aviators Stadium, July 31 at 5:00 p.m.

**Tournament Location:** Boys and Girls Club Baseball Complex (925 Lawn Drive, Loves Park, IL) and Ray P. Lotzer Baseball Park (7406 Elm Avenue, Machesney Park, IL).

**Attendance:** 16 teams from around the country with more than 1,000 players, fans and guests expected.

**Economic Impact:** Estimated 1,175 room nights and \$211,500 (Estimated Economic Impact).

**Fact:** The tournament was previously held in Puerto Rico for the past 20 years. Rockford last hosted the Willie Mays tournament in 1981. The Rockford Boys and Girls Club has a 35 year relationship with AABC.

**Tournament Schedule:** pdf document attached to email

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*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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**FOR MORE INFORMATION:**

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