

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Rockford Region Gears Up to Host Midwest Tandem Rally for the First Time

*Visitors to spend an estimated \$162,000*

**FOR IMMEDIATE RELEASE**

**September 3, 2015**

**Rockford, IL**– The Rockford Area Convention & Visitors Bureau and the Chicago Area Tandem Society (CATS) are pleased to announce the Rockford region will host the 40<sup>th</sup> Annual Midwest Tandem Rally (MTR) during **Labor Day weekend**, September 4-7. Approximately 300 tandem bicycles, or 600 cyclists, will meet in Rockford to tour various sites, attractions, hotels and eateries. Visitors to the event are expected to generate an economic impact of \$162,000 to the region.

This four day event draws riders, organizers and supporters throughout the Midwest and as far as California, Texas, Vermont, Canada and France. Tandem teams are provided a variety of route options that take them throughout Winnebago county, and neighboring counties such as Boone, Ogle, and DeKalb. Some routes that teams will ride are as long as 70 miles. Along with tandems, cyclists also will ride triplet, quad and quint cycles in this event. The oldest registered participant for MTR is 80 years old and the youngest is 2 years old.

"It has been a pleasure to work with the Midwest Tandem Rally affiliates to organize such a great event in the Rockford region. I'm so thrilled that this event is giving people from all over the world an opportunity to experience all that our local area has to offer," RACVB Sales Manager Greta Spencer said.

Mass Start begins at 8:30 a.m. on Saturday, September 5 at the Forest City Tennis Center located at 7801 East State Street, Rockford. For specific information visit **MTR2015.org**.

"The Chicago Area Tandem Society is very excited to welcome tandem cyclists to Rockford for MTR 2015. The RACVB has helped us plan a weekend of great riding and fun while showcasing various Rockford points of interest," said Ford Sakata, Midwest Tandem Rally Event Co-Coordinator.

*Midwest Tandem Rally (MTR) is an annual social event attracting tandem cyclists. Each year since 1976, MTR has visited towns and cities in ten different Midwest states to allow cyclists to see and experience riding in the different areas while meeting tandem cyclists. MTRs are generally hosted by local tandem bicycle clubs and is open to anyone interested in tandem riding. MTR 2015 will be the 40th MTR and the sixth MTR hosted in Illinois.*

*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. [gorockford.com](http://gorockford.com)*

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### **FOR MORE INFORMATION:**

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