

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB's Official Rockford Region Guide for Visitors and Residents Now Available

New magazine-style guidebook showcases area attractions and experiences

FOR IMMEDIATE RELEASE

October 8, 2015

Rockford, IL – The Rockford Area Convention & Visitors Bureau is pleased to announce the release of its new, official Visitor's Guide for the Rockford Region. Featuring unique stories about the people that make the region a Real. Original. destination, the guide shows how our residents put everyone **In Good Company** when they are exploring the region.

"In a magazine style, the new guide highlights the region through engaging stories about the people and places of the Rockford area," said Josh Albrecht, RACVB director of marketing and public affairs. "We want to continue to showcase and celebrate our In Good Company featured residents by having their stories help visitors and residents embrace the entire region."

In addition to the stories, the guide features listings of area restaurants, attractions, hotels and more, making the guide a resource for travelers new to the region, as well as locals looking for fresh ideas on how to experience their community.

The In Good Company theme was launched by the RACVB last year as part of the organization's 30th Anniversary celebration and as part of the campaign, RACVB photographed 40 inspiring residents who call Winnebago County home, several of whom are featured in the new guide.

"We want the people of the Rockford region to tell the story of how unique, amazing and inspiring our communities are for everyone," Albrecht said. "A destination – from restaurants to museums to adventure sports to accommodations – is truly great when the people living and working there every day aspire to make the destination the best it can be. In Good Company celebrates those people."

The guide is divided into sections highlighting "Where to ..."

- **Where to Toast** – a look at the people behind the three great craft breweries in our region.
- **Where to Dine** – local restaurateurs discuss their favorite places to eat in and around Rockford.
- **Where to Thrill** – finding great activities to experience such as wakeboarding, zip lining and golfing.
- **Where to Explore** – with a focus on family fun, the area's great attractions like the Rockford Speedway and the Discovery Center are highlighted.
- **Where to Paddle, Hike & Bike** – focusing on "silent sports" such as snowshoeing, canoeing, hiking and biking and the fun of exploring the natural wonders in our region.
- **Where to Be Inspired** – highlighting great cultural attractions such as Anderson Japanese Gardens, the Coronado Theatre and the Rockford Art Museum.
- Also included in the guide is a quick reference to area Attractions, Dining & Nightlife, Shopping, Lodging and Transportation, along with a map of the region highlighting popular attractions.

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"The guide is a great way to learn about our region and the people and places that make it a Real. Original. destination," Albrecht said. "It's the perfect companion to planning a trip to our community or planning a fun staycation in your own backyard."

More than 100,000 copies of the visitor's guide will be distributed. Guides are available in person at the RACVB office, 102 N. Main Street, Rockford, and available at area sites, hotels and attractions throughout Winnebago County. The guides also are distributed to Illinois Office of Tourism Travel Information Centers throughout the state and at the Tollway oasis plazas in the Chicagoland area.

In addition, RACVB staff distributes the guides throughout the country at trade shows, conventions and sales missions, along with providing copies to the thousands of visitors who come to the region as part of sports tournaments and other conventions and events.

To request the new guide, go to www.gorockford.com/vguide or call 800.521.0849.

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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