

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Becomes a Finalist for the Levitt AMP [Your City] Grant Awards

*One step closer to bringing free concerts to Davis Park in 2016,
winners announced Jan. 5*

FOR IMMEDIATE RELEASE

December 1, 2015

- What:** The RACVB is thrilled to announce that Rockford is now 1 of 25 finalists one step closer to receiving a \$25,000 Levitt AMP matching grant to host a 10-week live music series at Davis Park in downtown Rockford during the summer of 2016. The finalists were dependent on the number of online votes they received through community participation.
- When:** With online public voting completed as of Monday, November 30 at 7 p.m. Central Time, Levitt AMP is currently reviewing the top 25 proposals and will announce the **15 winners** on **January 5**.
- Why:** **Rockford Area Convention & Visitors Bureau**, along with its grant application partners the **YMCA of the Rock River Valley** and the **Rockford Area Venues & Entertainment Authority**, hopes to qualify as one of the 15 winning organizations competing in the Levitt AMP [Your City] Grant Awards, sponsored by Levitt Pavilions, the national nonprofit behind the largest free concert series in America. "Levitt's goals for reinvigorating public spaces through placemaking initiatives are right in line with our mission to showcase the Rockford region as a great place for residents to live and a destination for visitors to experience," said Josh Albrecht, RACVB Director of Marketing and Public Affairs. "This would not be possible without the support of our community's collective voice through online voting."
- Who:** The Levitt AMP Music Series was created in 2014 by Levitt Pavilions, a pioneer in the creative placemaking movement and the national nonprofit behind the largest free outdoor concert series in America. Levitt AMP brings the joy of free, live music to people of all ages and backgrounds living in small to mid-sized towns and cities, transforming neglected public spaces into thriving community destinations. Learn more at <http://levittamp.org>.

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

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