

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## "Big Wins" Bowling Tournament Rolls through Rockford Region this Weekend

*Visitors to spend an estimated \$500,000 in the region*

FOR IMMEDIATE RELEASE

February 19, 2016

**What:** The Rockford Area Convention & Visitors Bureau is pleased to welcome the **2016 Illinois High School Association (IHSA) Girls Bowling State Finals** back to the Rockford region February 19 - 20, 2016. Approximately **740** bowlers will compete in singles and team games at Cherry Bowl in Rockford, IL. This is an opportunity for media to take photos of a "big win" sports tournament that fills approximately **2,500** room nights with visitors projected to spend an estimated **\$500,000** while visiting the Rockford region.

**When:** **Friday, February 19, 2016 through Saturday, February 20, 2016** (*full schedule attached*)  
Friday: 8:15 a.m. – 3:30 p.m.  
Saturday: 8:00 a.m. – 4:00 p.m.

**Where:** **Cherry Bowl**  
7171 Cherryvale N. Blvd.  
Rockford, IL 61112

**Why:** The top bowling teams with the highest pin count for both rounds in the sectional competitions advance to the IHSA state final tournament. There are a total of 24 teams and 28 individual bowlers competing in this tournament. "This is the 24<sup>th</sup> consecutive year we have hosted the Illinois High School Association (IHSA) Girls State Bowling Finals in the Rockford region, and we're looking forward to another great year," said, Josh Albrecht, Director of Marketing & Public Affairs. "This tournament is such a high energy and exhilarating experience, and we encourage the public to visit Cherry Bowl this weekend to show support for these top youth Midwest bowlers."

**Other:** Local team qualifiers participating include Belvidere North High School (Belvidere) and Harlem High School (Machesney Park). Local individual qualifiers include athletes from Jefferson High School (Rockford). Additional information: <http://www.ihsa.org/SportsActivities/GirlsBowling.aspx>.

*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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