

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



It's a Time to Inspire and Thrill as Summer Love Takes Over the Rockford Region

From local markets to a long history of festivals and fairs there's something for everyone this summer

FOR IMMEDIATE RELEASE

May 26, 2016

Rockford, IL – Summer is easy to love in the Rockford region as local farmers markets pop up in various locations while festivals, fairs and live music headline the events lineup this season. The numerous family-friendly activities and one-of-a-kind experiences at our sites, attractions, eateries and in our downtown provide the perfect combination of things to do each week.

For more information or to download our Summer Love flyer with a complete list of the recommended events and activities, go online to www.gorockford.com/summer.

There are 8 different farmers markets kicking off the summer season each week (Wednesday – Friday) predominantly from May through October. This is the best time of year to shop for specialty produce, flowers, plants and confectionary items. Farmers markets aren't just for growing produce, they are also meant to grow jobs and businesses by offering the opportunity for local entrepreneurs to incubate or expand their businesses and to make their goods accessible to the community.

"The smell of locally grown sunflowers and listening to live acoustic sets at Rockford City Market or savoring the last bite of soft serve on a hot sunny day are just a few reasons to love our great Midwestern community," said Josh Albrecht, Rockford Area Convention & Visitors Bureau Director of Marketing & Public Affairs. "We also honor our cultural roots with the diversity of traditional events throughout the summer like the Japanese Summer Festival, Midsommar Fest, Midtown Ethnic Parade & Festival and Festa Italiana. Whether it's a unique item or a special event our locals dedicate their time to provide a memorable experience that can only be found right here in our great region."

It certainly wouldn't feel like summer in Rockford without a weekly lineup of live music events. Whether it be on a stage, along the riverside or in one of our 42 forest preserves in the region, our locals know how to perform their hearts out for crowds of any size. Events like Music in the Park at Sinnissippi Band Shell provide live music multiple times each week (Tuesdays, Thursdays). While other events, like Tunes on the Terrace at Nicholas Conservatory (Wednesdays) give you something to look forward to on the same night each week. To experience over 100 featured performances this summer it doesn't have to break the bank either because each is low cost or no cost to attend. Perfect for families or to make it a special date night out!

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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