

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Announces Two New Board Members

Alderman Kevin Frost & Marcus Bacon join the board for three-year term

FOR IMMEDIATE RELEASE

August 30, 2016

Rockford, IL – The Rockford Area Convention & Visitors Bureau Board of Directors announces the recent addition of two new board members.

The board has added Alderman Kevin Frost, 4th Ward Alderman with the City of Rockford and Marcus Bacon, General Manager at Radisson Hotel & Conference Center, as voting board members each serving for a three-year term. RACVB board changes officially went into effect during the August 24, 2016, board meeting.

"As a life-long Rockford resident and Alderman of the 4th Ward I take great pride in helping to make positive changes happen throughout our community. I will use the next three years as an RACVB board member to continue supporting the growth of sports and leisure tourism," said Alderman Kevin Frost, City of Rockford. "It's an honor to work alongside several local leaders who share these same goals and advocate for our vibrant destination where residents are proud to call home and visitors can't wait to explore."

RACVB President/CEO John Groh said that Alderman Kevin Frost and Marcus Bacon are outstanding additions to the RACVB board and he is confident their collective expertise and vested interest in bettering our community will lead the travel and tourism industry to new heights in the coming years.

"We have a big to-do list with new initiatives and programs in the works and on the horizon in the Rockford region," Groh said. "I'm confident both community leaders will help the RACVB continue its mission to improve the quality of life for our residents in Rockford and Winnebago County."

A complete list of the RACVB Board of Directors can be found on the GoRockford.com website at <https://www.gorockford.com/about-us/board-of-directors/>. The RACVB Board of Directors meet on the fourth Wednesday of each month at the RACVB offices located at 102 North Main Street.

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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