

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Take a Bite Out of Fun in the Rockford Region This Fall

*'Fall into Fun' with an endless supply of adventures, activities and events*

### FOR IMMEDIATE RELEASE

August 31, 2016

**Rockford, IL** – Discover festivals, preserves and over 100 acres of family-owned orchards where the colorful leaves are at their brightest and the time is ripe for apple picking and exploration. The Rockford region is the perfect destination to help you “Fall into Fun” this season.

“Travelers are using their passions to explore new territories and recreate nostalgic moments with their loved ones. Our overall attendance numbers for leisure tourist activities have trended up year over year and that’s no surprise,” said Josh Albrecht, Rockford Area Convention & Visitors Bureau Director of Marketing & Public Affairs. “Time is of the essence and our collective goal as a community is to make sure visitors are spending it wisely and making more meaningful memories together with each changing season.”

Fortunately, the Rockford region has three great orchards that kick off the quintessential fall experience. Biting into that first cider donut or homegrown apple is a moment many look forward to all year long. Visit Curran’s Orchard in Rockford, Edwards Apple Orchard West in Winnebago, Valley Orchard in Cherry Valley for sweet treats and fun activities all season long.

Other events that are part of the Rockford Area Fall Scene include:

- Roscoe Lions Club Annual Fall Festival (Sept. 9-11) – This annual festival features amusement rides, live music, parades, and a raffle.
- Fall Pec Thing (Sept. 17-18) – More than 500 vendors set up at the Winnebago County Fairgrounds for two days of selling antiques, collectibles, crafts and more.
- Greenwich Village Art Fair (Sept. 17-18) – The longest-running art fair of its kind in the Midwest, the event features up to 155 juried artists, live music, a gourmet marketplace, food vendors and children’s activities.
- Oktoberfest (Sept. 23-24) – This annual event at Loves Park City Hall features live music, German food and beer, wiener-dog races, and the “Bier Barrel Race”.
- World War II Days (Sept. 24-25) – Over 1,200 re-enactors participate in elaborate battles complete with tanks and pyrotechnic displays at Midway Village Museum.
- Cider n’ Cinnamon Arts & Crafts Fair (Oct. 1-2) – Vendors will be displaying a wide variety of art, jewelry, clothing, décor items and more on the grounds at Edgebrook.
- Fall ArtScene (October 7-8) – ArtScene brings out thousands of art lovers to galleries and studios all over town to enjoy new exhibits of original works.
- Nellie’s Barn Sale (October 7 – 8) - The barn is better than ever, featuring 55+ vendors selling a variety of vintage goods in a two acre field. There will be painted furniture, re-purposed items and handmade jewelry and clothing.

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- Scarecrow Harvest Festival (Oct. 8) – Get in the spirit of fall at Midway Village and take a ride in a horse-drawn wagon, create your own scarecrow, square dance in the historic barn, and make a harvest craft.
- Head of the Rock Regatta (Oct. 9) – The Regatta is one of the Midwest’s premier rowing events with 1,700 participants. The race on the Rock River begins at Martin Park and finishes at the YMCA downtown.
- Hot Diggity Dog Festival (Oct. 16) – Spend the day exploring the trails at Klehm with your pooch! Vendors will be there with pet oriented products and there will be a costume contest for the dogs.
- All Hallow’s Eve (Oct. 22) – Bring your family to trick or treat in the safety of Midway Villages’ charming Victorian Village! Families can enter the enchanted forest and be transported into the famous adventure of The Jungle Book. Characters from The Jungle Book will be present and more than 20 buildings will be decorated for Halloween.

One of the best parts about living in the Midwest is to be surrounded by the leaves changing colors during the transition into fall. Anderson Japanese Gardens, one of the finest Japanese gardens in North America, is a great spot to reflect and be inspired by the meticulously landscaped foliage and winding pathways leading to majestic views. The 10-mile paved Rock River Recreation Path that begins in downtown Rockford along the Rock River and travels through some of Rockford's gardens and parks is yet another tranquil scene for adventurers to enjoy during this time of year.

The Rockford region is also dubbed a Real. Original. family town and fall is the perfect time to venture through places like the Riverfront Museum Park, a cultural children’s indoor/outdoor campus including the Discovery Center Museum (voted fourth finest children’s museum in the country) and the Forest Preserves of Winnebago County where one million visitors from across the region visit 10,300 acres of woods, prairie, wetlands, rivers and ponds each year.

For more information to help you “Fall into Fun” or to download our Fall into Fun flyer, go online to [www.gorockford.com/fall/](http://www.gorockford.com/fall/).

*Rockford, Illinois, is a vibrant community with big-city amenities and a small-town feel. Rockford is surrounded by many attractive towns and villages, each with its own character and appeal, making up a metro area of more than 330,000 people. This is a welcoming place dotted with green, blessed by rivers and untroubled by congestion. If you're looking for the real, original heart of America, welcome home to the **Rockford Region**.*

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**FOR MORE INFORMATION:**

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