

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Cradles New Midwest Cup Lacrosse Tournament

*Showcase expected to attract more than 120 teams
to Mercy Sportscore 2 next summer*

FOR IMMEDIATE RELEASE

September 7, 2016

Rockford, IL – The Rockford Area Convention & Visitors Bureau announces a new tournament for the Rockford region. The all new Intercollegiate Women’s Lacrosse Coaches Association (IWLCA) JUNK Brands Midwest Cup will be played July 8-9, 2017, at the Mercy Sportscore 2 complex.

The Midwest Cup is another great win for the Rockford region with more than 120 teams expected to compete. **The estimated economic impact of the tournament is nearly \$550,000 and more than 3,000 hotel rooms to be booked.**

The Midwest Cup event is a combination of the IWLCA and Corrigan Sports Enterprises (CSE) Midwest and Western Cup recruiting tournaments and features student-athletes from the graduating classes of 2018-2020.

“The Rockford region is honored to welcome the IWLCA in July 2017 for another highly-regarded girls lacrosse tournament,” said Nick Povalitis, Sports Destination and Sales Manager at the RACVB. “Alongside the operations staff at Mercy Sportscore 2, the RACVB team will craft a memorable experience for all players, coaches and guests. Our team’s pride in its hospitality and facilities will serve as the foundation for our partnership with Corrigan Sports.”

Alicia Groveston, IWLCA President and head coach at Grand Valley State University, said, “By condensing our tournaments in those regions we feel the IWLCA can offer a more diverse and competitive event at a brand new location with outstanding playing conditions. Mercy Sportscore 2 boasts 26 fields, including six turf fields, and has already garnered national recognition for hosting numerous tournaments across multiple sports.”

For more information about the tournament, visit <http://midwestcuplax.com/>.

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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