

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Mmmmm....Good: Rockford, Illinois

New video showcases just how good life can be in the Rockford region

FOR IMMEDIATE RELEASE

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Rockford, IL – Talent attraction. Brain gain. Brain drain. These are among the worries that keep business owners, economic development officials and human resource executives tossing and turning at night. During the daylight hours, they wrestle with how to tell prospective recruits just how good life can be in Rockford, IL.

To address this challenge, last night at the **Rockford Area Economic Development Council** annual meeting and dinner, the Rockford Area Convention & Visitors Bureau launched its newest showcase video. The video is part of a larger comprehensive effort to enhance the region's profile by providing marketing tools and materials to local employers, realtors and other influencers. The effort is funded in part by a \$75,000 grant to RACVB from **RAEDC's Leadership Council**. The powerful video, inspired by the *In Good Company* campaign theme RACVB first introduced in 2014, is designed to maximize use and views across different platforms.

"Getting Rockford into consideration and helping people recognize the best attributes about the region is what we do. So, it just makes sense to us that RACVB can help our employers and business owners by arming them with great tools that help tell our region's story and demonstrate the quality of life that our residents – and their potential employees can – enjoy," said John Groh, RACVB president/CEO.

The video is intended to be used by local human resource professionals, Realtors® and other entities as they promote the region. Additional materials are currently in the works and will be launched in the near future.

"The In Good Company showcase video is just one new tool in our strategic storytelling toolbox that helps us influence the region's reputation," said Groh. "RACVB strongly believes that through an enhanced destination promotion strategy, we can raise our region's reputation and address our core economic development needs – jobs, housing, tourism – and in turn our overall quality of life will continue to rise and our economy will grow."

As the effort continues to unfold in the coming months, visit GoRockford.Com/ingoodcompany for a glimpse into the daily lives of those of us lucky enough - yes, "lucky enough" - to live in Real. Original. Rockford and be reminded of our accessible little city with a welcoming heart.

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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